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VOLUME 15, NO. 11

PLAY·METER

NOVEMBER 1989

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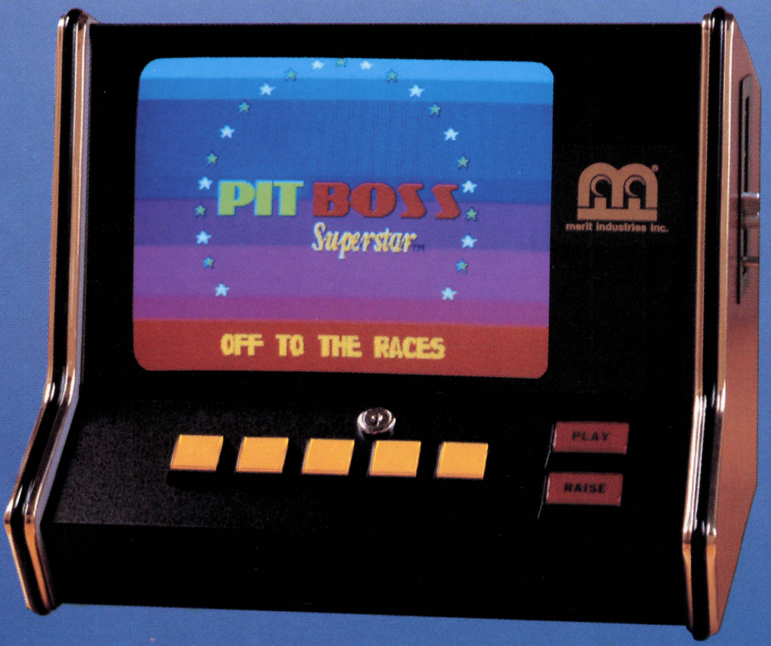

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EQUIPMENT POLL BALLOT

Please rate the games on a scale of one to ten, with ten representing superior earnings. A space has been allowed under each manufacturer's name for a write-in entry. Additional space at the bottom accommodates any other equipment entry. Thank you for your participation. Only with your help can we continue to provide an accurate game rating system.

VIDEO

American Technos:
Block Out 1 2 3 4 5 6 7 8 9 10
Double Dragon II 1 2 3 4 5 6 7 8 9 10
WWF Super Stars 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

American Sammy:
Omega Fighter 1 2 3 4 5 6 7 8 9 10
Task Force Harrier 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Atari:
Championship Sprint 1 2 3 4 5 6 7 8 9 10
Cyberball 1 2 3 4 5 6 7 8 9 10
Cyberball 2027 1 2 3 4 5 6 7 8 9 10
Escape From Planet of Robot Monsters 1 2 3 4 5 6 7 8 9 10
Final Lap 1 2 3 4 5 6 7 8 9 10
720 Degrees 1 2 3 4 5 6 7 8 9 10
Hard Drivin' 1 2 3 4 5 6 7 8 9 10
RoadBlasters 1 2 3 4 5 6 7 8 9 10
Super Sprint 1 2 3 4 5 6 7 8 9 10
Tetris 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Bally Midway:
Arch Rivals 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Capcom:
Capcom Bowling 1 2 3 4 5 6 7 8 9 10
Dynasty Wars 1 2 3 4 5 6 7 8 9 10
Strider 1 2 3 4 5 6 7 8 9 10
Willow 1 2 3 4 5 6 7 89 10
________________ 1 2 3 4 5 6 7 8 9 10

Data East:
Bad Dudes 1 2 3 4 5 6 7 8 9 10
Midnight Resistance 1 2 3 4 5 6 7 8 9 10
Robo Cop 1 2 3 4 5 6 7 8 9 10
Sly Spy 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Exidy:
Showdown 1 2 3 4 5 6 7 8 9 10
Yukon 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Fabtek:
Cabal 1 2 3 4 5 6 7 8 9 10
Dynamite Duke 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Jaleco:
Big Run 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Konami:
Bottom of the 9th 1 2 3 4 5 6 7 8 9 10
Crime Fighters 1 2 3 4 5 6 7 8 9 10
Final Round 1 2 3 4 5 6 7 8 9 10
Thunder Cross 1 2 3 4 5 6 7 8 9 10
S.P.Y. 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Leland:
All Am. Football 1 2 3 4 5 6 7 8 9 10
Team Quarterback 1 2 3 4 5 6 7 8 9 10
Super Off Road 1 2 3 4 5 6 7 8 9 10
Quarterback 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Nintendo:
Play Choice-10 1 2 3 4 5 6 7 8 9 10
M. Tyson Punch Out 1 2 3 4 5 6 7 8 9 10
Super Mario 2 1 2 3 4 5 6 7 8 9 10
Super Mario 3 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Romstar:
Castle of Dragon 1 2 3 4 5 6 7 8 9 10
Champion Bowling 1 2 3 4 5 6 7 8 9 10
Final Blow 1 2 3 4 5 6 7 8 9 10
Ninja Warriors 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Sega:
AfterBurner 1 2 3 4 5 6 7 8 9 10
Crackdown 1 2 3 4 5 6 7 8 9 10
E.S.W.A.T. 1 2 3 4 5 6 7 8 9 10
Golden Axe 1 2 3 4 5 6 7 8 9 10
OutRun 1 2 3 4 5 6 7 8 9 10
Shinobi 1 2 3 4 5 6 7 8 9 10
Super Hang On 1 2 3 4 5 6 7 8 9 10
Super Masters 1 2 3 4 5 6 7 8 9 10
Super Monaco GP 1 2 3 4 5 6 7 8 9 10
Turbo OutRun 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

SNK:

Gang Wars	1 2 3 4 5 6 7 8 9 10
Mechanized Attack	1 2 3 4 5 6 7 8 9 10
Prehistoric Isle	1 2 3 4 5 6 7 8 9 10
Sky Adventure	1 2 3 4 5 6 7 8 9 10
Street Smart	1 2 3 4 5 6 7 8 9 10
Super Champ. Baseball	1 2 3 4 5 6 7 8 9 10
______________	1 2 3 4 5 6 7 8 9 10

Strata:

Golden Tee Golf	1 2 3 4 5 6 7 8 9 10

Taito:

Big Event Golf	1 2 3 4 5 6 7 8 9 10
Chase H.Q.	1 2 3 4 5 6 7 8 9 10
Crime City	1 2 3 4 5 6 7 8 9 10
Double Dragon	1 2 3 4 5 6 7 8 9 10
Nastar Warrior	1 2 3 4 5 6 7 8 9 10
Night Striker	1 2 3 4 5 6 7 8 9 10
Operation Thunderbolt	1 2 3 4 5 6 7 8 9 10
Operation Wolf	1 2 3 4 5 6 7 8 9 10
Plotting	1 2 3 4 5 6 7 8 9 10
Superman	1 2 3 4 5 6 7 8 9 10
U.S. Classic	1 2 3 4 5 6 7 8 9 10
______________	1 2 3 4 5 6 7 8 9 10

Tecmo:

Ninja Gaiden	1 2 3 4 5 6 7 8 9 10
Tecmo Bowl	1 2 3 4 5 6 7 8 9 10
Tecmo Knight	1 2 3 4 5 6 7 8 9 10
______________	1 2 3 4 5 6 7 8 9 10

Williams:

NARC	1 2 3 4 5 6 7 8 9 10
______________	1 2 3 4 5 6 7 8 9 10

Yankee Games:

Grudge Match	1 2 3 4 5 6 7 8 9 10
______________	1 2 3 4 5 6 7 8 9 10

PINBALL

Bally:

Elvira/Party Monsters	1 2 3 4 5 6 7 8 9 10
Transporter	1 2 3 4 5 6 7 8 9 10
Truck Stop	1 2 3 4 5 6 7 8 9 10
______________	1 2 3 4 5 6 7 8 9 10

Data East:

Time Machine	1 2 3 4 5 6 7 8 9 10
Laser War	1 2 3 4 5 6 7 8 9 10
Playboy	1 2 3 4 5 6 7 8 9 10
Monday Night Football	1 2 3 4 5 6 7 8 9 10
______________	1 2 3 4 5 6 7 8 9 10

Gottlieb/Premier:

Big House	1 2 3 4 5 6 7 8 9 10
Bone Busters	1 2 3 4 5 6 7 8 9 10
Hot Shots	1 2 3 4 5 6 7 8 9 10
______________	1 2 3 4 5 6 7 8 9 10

Williams:

Banzai Run	1 2 3 4 5 6 7 8 9 10
Black Knight 2000	1 2 3 4 5 6 7 8 9 10
Cyclone	1 2 3 4 5 6 7 8 9 10
Earthshaker	1 2 3 4 5 6 7 8 9 10
High Speed	1 2 3 4 5 6 7 8 9 10
Jokerz!	1 2 3 4 5 6 7 8 9 10
Pinbot	1 2 3 4 5 6 7 8 9 10
Police Force	1 2 3 4 5 6 7 8 9 10
Swords of Fury	1 2 3 4 5 6 7 8 9 10
Taxi	1 2 3 4 5 6 7 8 9 10
______________	1 2 3 4 5 6 7 8 9 10

POWER SUPPLIES:

Peter Chou (7-11-15-AMP)

Hitron	1 2 3 4 5 6 7 8 9 10
Imperial	1 2 3 4 5 6 7 8 9 10
J-S Sales	1 2 3 4 5 6 7 8 9 10
Eygo	1 2 3 4 5 6 7 8 9 10
P505	1 2 3 4 5 6 7 8 9 10

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Game ______________ 1 2 3 4 5 6 7 8 9 10

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NEWS BULLETIN

■ Red Baron president Bill Beckham has decided to petition the U.S. Supreme Court regarding parallel board legality, this after gaining a district court victory against Taito but losing in the 4th Circuit Court of Appeals. "Both sides of this argument, manufacturers and operators, want an answer that will decide this issue once and for all for the entire country," said Beckham, who's also the head of American Operators for Equal Treatment. "The Supreme Court is the only court that can give us that answer. Neither side wants to violate the law, but this issue means millions of dollars to the winning side. We all just want an answer that is conclusive for everyone."

■ Play Meter extends its deepest sympathies to the family and friends of Tennessee operators Phil Dollar and Dick Harrell, who died in a plane crash on Oct. 18. Dollar, owner of Dollar Amusement Co. in Trenton and president of Tennessee's state association, and Harrell of Harrell Amusement in Jackson, were en route from Morristown, Tenn., to Cleveland, Tenn., in Harrell's private plane. They were headed there for a membership drive. Dollar had spent a lot of time traveling the state in recent months, trying to build a bigger and stronger Amusement and Music Operators of Tennessee.

■ Cranes have been declared illegal in Montana under the state's new gambling law, but operator Rick Hutchins is filing suit to have them reinstated. Here's how the scenario unfolded: Hutchins, owner of Rick's Vending in Missoula, Mont., asked for a legal opinion from Missoula county attorney Robert Deschamps as to whether cranes were legal under the new law, which went into effect on Oct. 1. Deschamps, in turn, asked the same of Montana attorney general Marc Racicot. Racicot issued a formal opinion stating that the law outlaws any form of gambling not specifically listed; cranes are not specifically listed.

■ The new law considers a machine a gambling device if money or anything of value is risked to gain something where there is an element of chance involved. Racicot considered cranes as falling under that category and thus declared them illegal. Hutchins, who has a business license to operate cranes in Missoula, said he will soon file an injunction in hopes of being granted a declaratory judgement for continued operation of the cranes. If a district court grants it, operators would likely be able to operate cranes until the Legislature reconvenes in 18 months. If the judgment is not granted, operators would be barred from operating cranes until the Legislature meets to possibly change or clarify the law's wording. We'll have an update on the situation in our December News section.

■ Adastra Inc., manufacturers of the foldable coin-op basketball game *Hoops*, is close to completing negotiations with Pop-A-Shot that would "combine the best attributes of our respective companies," according to Adastra president foster Brashear. The exact form of the deal hasn't been determined—merger, acquisition, etc.—but the companies are in agreement on the arrangement's major points, Brashear said. Pop-A-Shot, founded by Ken Cochran in 1984, created the first enclosed coin-op basketball game and is the industry's sales leader. Under this agreement, Adastra will: 1) manufacture its game exclusively for marketing as the "Top-of-the-line" game by Pop-A-Shot, 2) redesign and manufacture Pop-A-Shot's current game for marketing as a lower cost alternative, 3) develop other new product ideas supplied by Pop-A-Shot, as well as integrate its own new products into Pop-A-Shot's world-wide network, and 4) be responsible for an expanded advertising effort. "I think this is the start of something really big," Brashear said. "We are all quite excited."

■ AMOA's Fred Newton reports that as of press time, a settlement on royalty fees has not been reached between AMOA and the performing rights societies. The two sides have spent the better part of 1989 trying to hash out an agreement and were hopeful that an accord could be achieved before 1990. Newton says negotiations are continuing, so a decision may still be reached before the new year. Look for more on this jukebox issue in our December issue.

■ SNK Corporation of America, in an "ongoing quest to enhance product support," has extended its Customer Service Department hours. The department will be staffed at all times between 7 a.m. and 5 p.m. (Pacific Standard Time) to allow greater access for SNK's East Coast customers. Electronic technicians are available to all operators needing assistance and to SNK distributors ordering replacement parts. They can be reached at (408) 736-8844. Additionally, the company reminds operators of its technical support mailing program, which provides technical information and schematic diagrams of SNK products. All that is required is to return the Customer Response Card found in the game manual. There is no charge for this service.

■ Smart Industries of Des Moines, Iowa, has named Brent Leisure Limited as their exclusive distributor in the United Kingdom. The London-based company will distribute the *Shoot-To-Win* one-hoop and two-hoop basketball games throughout the U.K. markets. The games will also be displayed in the Brent Leisure booth at the upcoming Amusement Trades Exhibition International (ATEI) in London.

■ William Beckham Sr., father of Red Baron of Ohio's Bill Beckham, passed away on Oct. 15. Play Meter extends its deepest sympathies to the Beckham family.

■ Innovative Concept in Entertainment Inc. has a new address and telephone number: 1501 Kensington Ave., Buffalo, NY 14215; (716) 833-0481 or (800) 342-3433; FAX (716) 833-1342.

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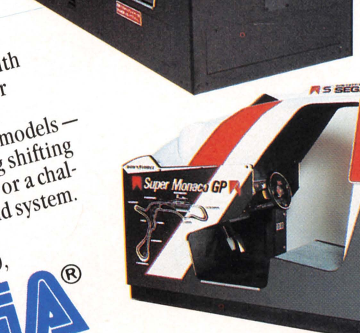
SEGA
1
AIR DRIVE
Super Monaco GP

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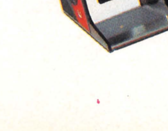
2
Super Monaco GP



Super Monaco GP is as close as most people will ever get to grand prix racing. If you have the nerve for it, you can race wheel-to-wheel through the streets of Monte Carlo with the world's hottest open wheel drivers. But be warned, Sega has taken simulator technology to the ultimate with a new Air Drive Suspension system that hammers drivers with every high speed turn, bump, and power drift. And an innovative monitor magnification system powers images to life-like proportions.

Super Monaco GP — available in deluxe, cockpit, and upright models — bristles with other technological advances. Like an F1-developed wing shifting mechanism; ultra-real graphics; player's choice of automatic, 4-speed, or a challenging 7-speed transmission; and a four-channel, super-woofer sound system.

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PLAY·METER

VOL. 15, NO. 11 CONTENTS NOVEMBER, 1989

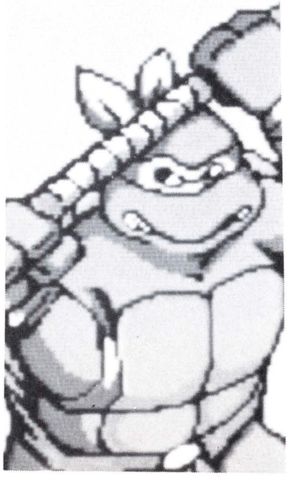
FEATURES

Twin Nemeses: Service & Security 42

Operators from Tennessee, Virginia, South Carolina, and Louisiana were interviewed for this close-up on the vital elements of service and security. As one stated, "Without service, there is no business." Another quote: "Don't just get somebody in there to count the money and disappear."

Coinman: Jim Hayes 69

One manufacturer recently stated, "If we had more people like Jim Hayes in this industry we wouldn't have an image problem." A third generation coin-opper, Hayes is a great believer in the power of marketing. He hopes that history will recognize our industry as one that brought the country's youth into the computer age and made it fun.



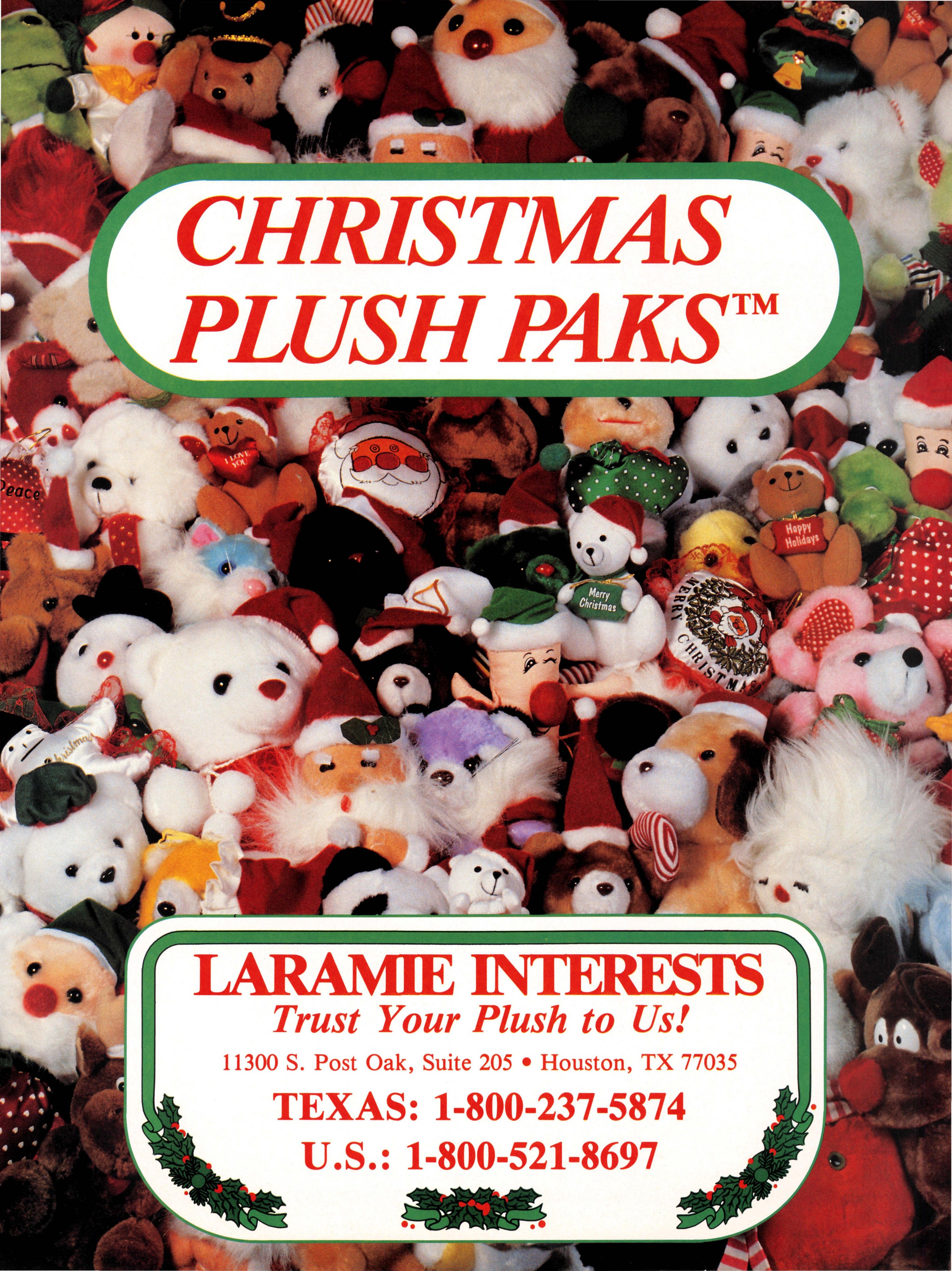
Turtle topics turn industry heads 69

Remember the sci-fi movies from the '50s: little green men from outer space were going to invade our planet. Today: look out for green men in the form of the cult comic book characters, Teenage Mutant Ninja Turtles, who have entered the video world in new game releases from both Konami (dedicated) and Nintendo (kit).

DEPARTMENTS

NEWS BULLETIN 3
EQUIPMENT POLL 8
FROM THE EDITOR 10
LETTERS 12
UP FRONT 14
COVER STORY 16
NEWS 20
NEWS FEATURE 30
INTERNATIONAL NEWS 36
PINBALL EXPO 52
OPEN HOUSES 74
TEN YEARS AGO 81
MANAGEMENT 82
TAX TIPS 86
TOP TWENTY 88
FRANK'S CRANKS 90
TECHNICAL TOPICS 94
MERCHANDISE MARKET 107
READERS PAGE 108
NEW PRODUCTS 112
TRADE ACCESSORIES 122
CLASSIFIED 124
CALENDAR 149
THE LAST WORD 150

COVER: Since first introducing Big Choice (the Belgium crane) to America five years ago, Betson has become a major force in redemption games. Robert Betti (l), Bill Seibert (c), and John Margold (r) stand proudly with their latest machines: *Flash Four, Klondike,* and *Reel Poker.* Photo credit: John Michaels of Media Visions.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EQUIPMENT POLL

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of months on the Top 10 is important, as is the total number of months on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

VIDEO & PINBALL COMBINED

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. WWF Super Stars	Am. Technos	8.76	4	3	148
2. Hard Drivin'	Atari	8.75	7	7	341
3. Golden Axe	Sega	8.50	4	4	190
4. Super Off Road	Leland	8.41	7	7	337
5. Police Force	Williams	8.36	1	1	46
6. Earthshaker	Williams	8.34	7	7	335
7. Crime Fighters	Konami	8.30	4	4	176
8. Street Smart	SNK	8.29	1	1	43
9. Oper. Thunderbolt	Taito	8.02	7	7	299
10. Cyberball 2027	Atari	7.92	1	1	41
11. Cyclone	Williams	7.90	7	7	289
12. Super Monaco GP	Sega	7.79	1	1	39
13. Jokerz!	Williams	7.73	7	7	280
14. Arch Rivals	Bally	7.72	4	4	172
15. OutRun	Sega	7.71	7	5	261
16. Chase H.Q.	Taito	7.67	7	6	250
17. Mon. Night Football	Data East	7.54	1	1	34
18. Final Lap	Atari	7.40	7	7	256
19. Turbo OutRun	Sega	7.32	7	6	275
20. Black Knight 2000	Williams	7.23	4	4	140
21. Mechanized Attack	SNK	7.22	5	4	136
22. Ninja Gaiden	Tecmo	7.14	7	7	230
23. Super Hang On	Sega	7.12	6	1	138
24. Taxi	Williams	7.11	7	7	266
25. NARC	Williams	7.11	5	3	146
26. Super Sprint	Atari	7.05	7	2	167
27. Time Machine	Data East	7.03	7	6	152
28. Super Masters	Sega	7.00	1	1	23
29. E.S.W.A.T.	Sega	7.00	1	1	22
30. S.P.Y.	Data East	7.00	1	1	21
31. Pinbot	Williams	6.98	7	7	181
32. Bottom of the 9th	Konami	6.95	7	6	223
33. Shinobi	Sega	6.92	7	7	150
34. RoadBlasters	Atari	6.91	6	6	113
35. AfterBurner	Sega	6.88	6	2	116
36. Cyberball	Atari	6.85	2	0	33
37. 720 Degrees	Atari	6.83	6	0	85
38. Night Striker	Taito	6.80	1	0	13
39. Operation Wolf	Taito	6.79	6	3	174
40. Double Dragon	Taito	6.77	6	2	157
41. Super Mario 3	Nintendo	6.74	3	3	53
42. Dynamite Duke	Fabtek	6.72	2	2	16
43. Team Quarterback	Leland	6.68	7	2	163
44. Bad Dudes	Data East	6.63	3	4	33
45. Championship Sprint	Atari	6.62	3	4	31
46. Cabal	Fabtek	6.60	7	7	179
47. Sly Spy	Data East	6.58	3	3	46
48. Final Blow	Romstar	6.56	1	1	3
49. Strider	Capcom	6.54	3	3	54
50. Capcom Bowling	Capcom	6.46	7	6	90

EQUIPMENT POLL

VIDEO KITS

Game	MFG.	POINT VALUE
1. WWF Superstars	AM. Technos	8.76
2. Golden Axe	Sega	8.50
3. Crime Fighters	Konami	8.30
4. Arch Rivals	Bally	7.72
5. Turbo OutRun	Sega	7.32
6. Ninja Gaiden	Tecmo	7.14
7. S.P.Y.	Konami	7.00
8. E.S.W.A.T.	Sega	7.00
9. Bottom of the 9th	Konami	6.95
10. Shinobi	Sega	6.92
11. RoadBlasters	Atari	6.91
12. Super Mario 3	Nintendo	6.74
13. Dynamite Duke	Fabtek	6.72
14. Bad Dudes	Data East	6.63
15. Championship Sprint	Atari	6.62
16. Cabal	Fabtek	6.60
17. Sly Spy	Data East	6.58
18. Final Blow	Romstar	6.56
19. Strider	Capcom	6.54
20. Capcom Bowling	Capcom	6.46
21. Robo Cop	Data East	6.31
22. Superman	Taito	6.26
23. V'Ball	Taito	6.23
24. Gang Wars	SNK	6.23
25. Tetris	Atari	6.19

VIDEO DEDICATED

1. Hard Drivin'	Atari	8.75
2. Super Off Road	Leland	8.41
3. Street Smart	SNK	8.29
4. Operation Thunderbolt	Taito	8.02
5. Cyberball 2027	Atari	7.92
6. Super Monaco GP	Sega	7.79
7. OutRun	Sega	7.71
8. Chase H.Q.	Taito	7.67
9. Final Lap	Atari	7.40
10. Mechanized Attack	SNK	7.22

PINBALLS

1. Police Force	Williams	8.36
2. Earthshaker	Williams	8.34
3. Cyclone	Williams	7.90
4. Jokerz!	Williams	7.73
5. Monday Night Football	Data East	7.54
6. Black Knight 2000	Williams	7.23
7. Taxi	Williams	7.11
8. Time Machine	Data East	7.03
9. Pinbot	Williams	6.98
10. Transporter	Bally	6.45
11. High Speed	Williams	6.37
12. Banzai Run	Williams	6.24
13. Playboy	Data East	5.90
14. Swords of Fury	Williams	5.55
15. Truck Stop	Bally	5.47

The question has come up as to when a game is a kit and when it is dedicated. If a game is released as dedicated, it stays that way until being released in kit form. A game may earn more as a dedicated game because of the new cabinet. Many conversion games look like old, shabby conversions. In many cases the older pressboard cabinet may never be made to look right. For example, a converted *Pac-Man* cabinet still looks like a *Pac-Man*. In the case of Sega's *Turbo OutRun*, dedicated will greatly outearn an upright kit. The survey is just an indicator to guide the operator.

FROM THE EDITOR

Perception is everything!

During the AMOA show in Las Vegas, I had the distinct pleasure of being invited by Betson's John Margold to have dinner with several Betson people and a group from Fernandez Fun Factory. We had a delightful dinner, but most memorable was something that Warren Asing from Fernandez said: ''Perception is everything.''

He went on to explain that it doesn't really matter how you explain or make excuses, it all boils down to the fact that it's how a customer *perceives* your business. A manager may spend hours cleaning his store, right down to the dust in the corners. But if just one gum wrapper remains on the floor and a customer *perceives* the place to be a mess, then it is a mess.

If you look up perception in the dictionary, it says: ''a mental image.'' It fits perfectly with what Warren was describing. A customer can form a mental image of a location based on what he feels, sees, or experiences. Whatever that image is going to be could possibly be based on previous observations, no matter how hard the location has tried to present a positive environment.

Our industry has the same problem. We can spend hours and dollars trying to upgrade our image, but what the public perceives us to be is really what we are. We may know that the industry is not made up of less-than-honest people, but if we can't project a clear family-type image, then it doesn't really matter what we know. The public will continue to dwell on the negative aspects of what we are all about.

Unfortunately, each person in this industry is so entwined with all the others that it doesn't take very many unsavory characters to cause the public to perceive us as less than we would like. When a parent experiences an arcade that is dirty and unsupervised, their perception of all game rooms will be closely associated with that mental image. It will take a lot to sway their perception.

At the recent Pinball Expo in Chicago, those of us in the industry had the rare opportunity to talk with players. They expressed some opinions that were surprising. The one opinion that stands out is their perception that operators don't seem to be very interested in keeping their equipment clean, yet they want more money from their games. While discussions focused on raising the price per play of pinball, most agreed that they would not mind paying more if the games were kept clean and working properly. ''I've been playing pinball since I was 12 and have rarely seen the games kept up,'' commented one operator. Many others perceived operators as people trying to get more money from players without offering anything of value in return.

We know that is not necessarily true in most cases, but this player perceived it that way and no amount of talk was going to change his mind. He didn't care about inflation, about increased costs of doing business, or the fact that a quarter is worth just seven cents today in buying power. He could only see that the games he played were not up to his standards and said he would feel cheated having to pay more.

What would change his mind? Frequenting game rooms with games that were clean and working like they were meant to. Give that player clean games with the latest features and his perception of the value will be different. We want the public to perceive our industry as an upstanding business filled with professionals providing low-cost entertainment. It's not an impossible goal. Warren, you were right: perception is everything! ☐

Valerie Cognevich

Valerie Cognevich
Editor

AMERICAN TECHNOS INC
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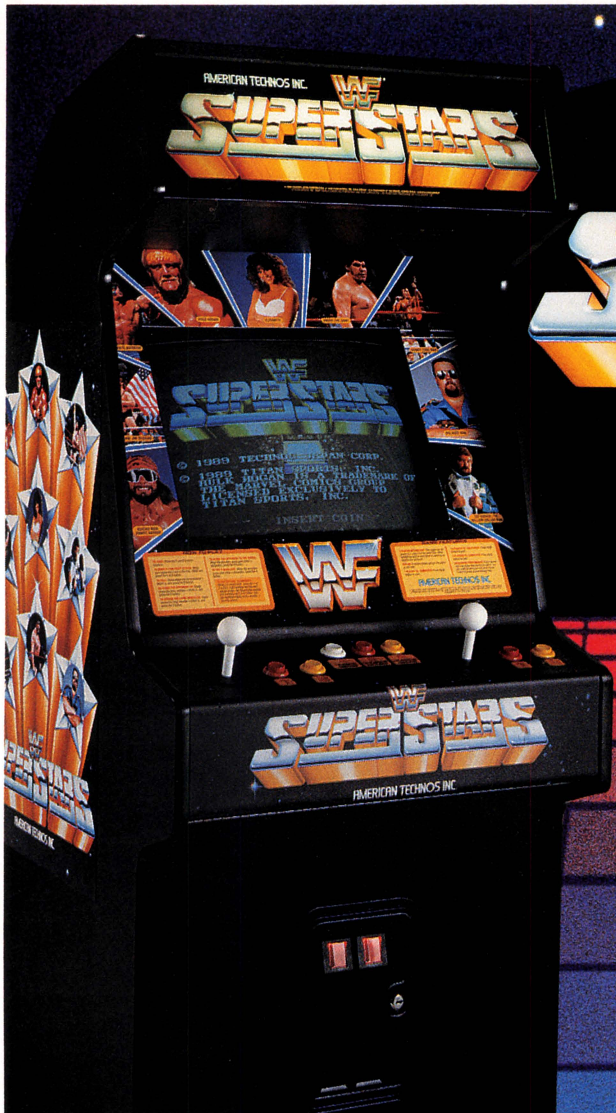
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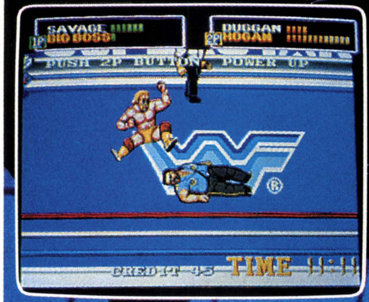
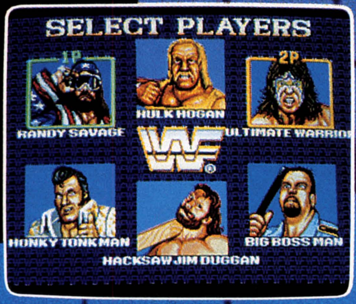
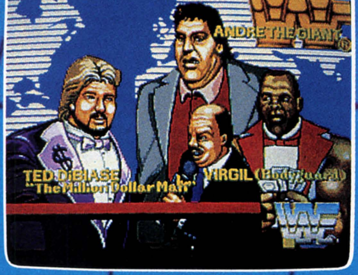
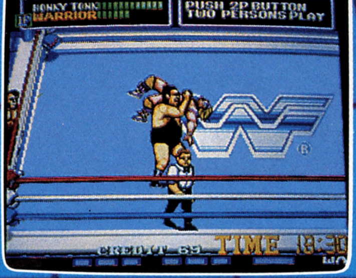
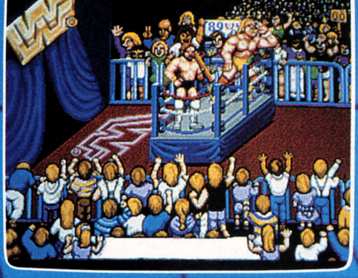

SAVAGE
BIG BOSS
DUGGAN
HOGAN
PUSH 2P BUTTON POWER UP
CREDIT 45 TIME


SELECT PLAYERS
1P
2P
RANDY SAVAGE
HULK HOGAN
ULTIMATE WARRIOR
HONKY TONK MAN
HACKSAW JIM DUGGAN
BIG BOSS MAN


ANDRE THE GIANT
TED DiBIASE "The Million Dollar Man"
VIRGIL


HONKY TONK
WARRIOR
PUSH 2P BUTTON TWO PERSONS PLAY
CREDIT 55 TIME



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LETTERS

Thanks

Thank you very much for covering our Amusement and Music Operators of Tennessee. We hope you had a good time and a safe trip home.

Phil and Janet Dollar
Nashville, Tenn.

BullShooter

Arachnid and its management would like to express our sincere appreciation for your magazine's continued coverage of the BullShooter tournament program.

The annual BullShooter International Tournament keeps getting bigger and better. The success of English Mark Darts and soft-tip darts can largely be attributed to our distributors' and operators' support through the years. Your interest in the industry and its key elements has played an important role in our ability to succeed.

We value your efforts and look forward to a mutually beneficial working relationship.

Bill Ward
Arachnid
Rockford, Ill.

Enjoyed the article

I enjoyed the story in Play Meter on game rooms. Thank you for returning our photographs for use in another article.

As Putt-Putt Golf & Games continues to be a leader in the recreational and amusement industry, we hope to be able to be a resource for you again as you continue to share the news on the amusement front with readers across the country. Thank you for the privilege of working with you. ☐

Donna Clayton Lloyd
Putt-Putt Golf & Games
Fayetteville, N.C.

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TO GET DOWN
AND DIRTY.

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UP FRONT

Everyone needs tension relief

Every family needs a tension reliever now and then. At our house, annual one-on-one days are looked forward to with great anticipation. My husband and I take turns having a weekend alone with each of our sons, ages 12 and seven-and-a-half. It's the luck of the draw to see who goes first with Dad to Biloxi, Miss., for a day of fun and games and a stay overnight. The other son gets a day of fun and games in New Orleans with me, dinner out, and the most sought-after privilege of the young — to stay up late. The next weekend we switch.

While Dad and the youngest set off for the Gulf Coast, the elder son and I headed out for some shopping at Tape City, a movie, a big seafood dinner, and a visit to the Putt-Putt Golf and Games in the suburbs. Of course, there is a rather full-blown game room at the location and we knew we would be stopping there after our golf game. I always scan the games first, wherever I am. If it's a very familiar spot, I know immediately what is missing and what's been added. This location is typical of most, I feel, for the mix is very heavy into video, mostly older titles.

We had a chance to spend more time than planned in the game room when we were rained out at hole number six on course four. That meant a raincheck to come back another time. It also meant more business in the game room, and that's good for the location. As usual, I counted every piece in the place. There were 46 videos and a *Play Choice-10*, four pinball games, four bowlers, one double crane, one rotary, another merchandiser, two *Five In Line*, one basketball game, one shuffle alley, and a busy bill changer.

There were very few new titles, considering the total number of games. The list went like this: *Mat Mania, Karate Champ, Galaga, Rampage, Sky Shark, Super Sprint, Double Dribble, Team Quarterback, Out Run, Final Lap, Arkanoid, Time Soldiers, VS. Baseball, Road Blasters,* and many more names from the long past and recent past, including a well-worn *Crossbow*.

Among the newest pieces were: *Hard Drivin'* (at 50-cent play, with several young men waiting in line), *Super Off Road, Golden Axe,* and *Earthshaker.*

I found out later, when talking to a local operator, that he supplies seven or eight new titles for this location. The remainder of the older games are owned by the location.

I must say that game play on the old games was good and not confined to just newer pieces, although I'm sure the new ones attracted more attention. The ratio was about six to seven older games to every new one.

The four pinballs were constantly busy and I didn't have a chance to play. As our equipment poll indicates, pinball appears very healthy these days. It remains a great street and bar piece, holding player appeal longer than some other types of equipment.

It's plainly clear that a flood of new equipment is not hitting the general market. The pursestrings are being held tight. Caution is the byword. One operator at the AMOA Expo said he was impressed with the quality of the driving games offered, but he is just now rotating *Pole Position* off his route.

A street operator lamented at the Expo: "They've done it again . . . brought out a batch of arcade games. What do they offer the street operator?"

It takes a heap of quarters to pay off those big arcade games. Charging more for newer titles is one way to recoup some of the investment. But staying pat with what you already have is the easiest way out of making a hard decision on new game purchases. Several attendees expressed the feeling that there were a lot of "B" games at the show, but not too many "A" games.

Operators are looking for a tension-reliever of their own: reasonably-priced games. I wish it could be as easy as a weekend with Dad or Mom. ☐

Bonnie Theard

Bonnie Theard
Managing Editor

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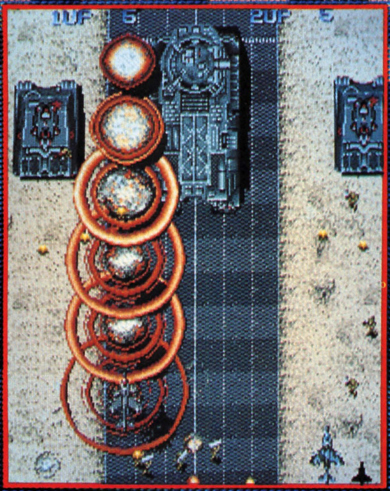

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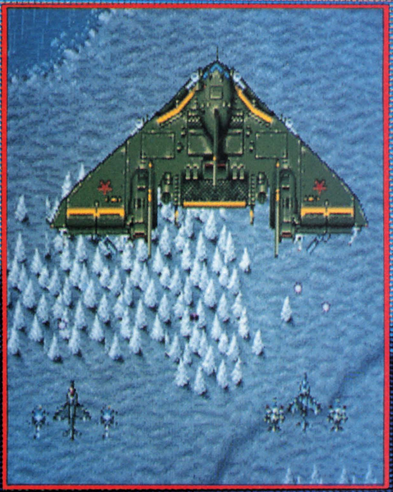

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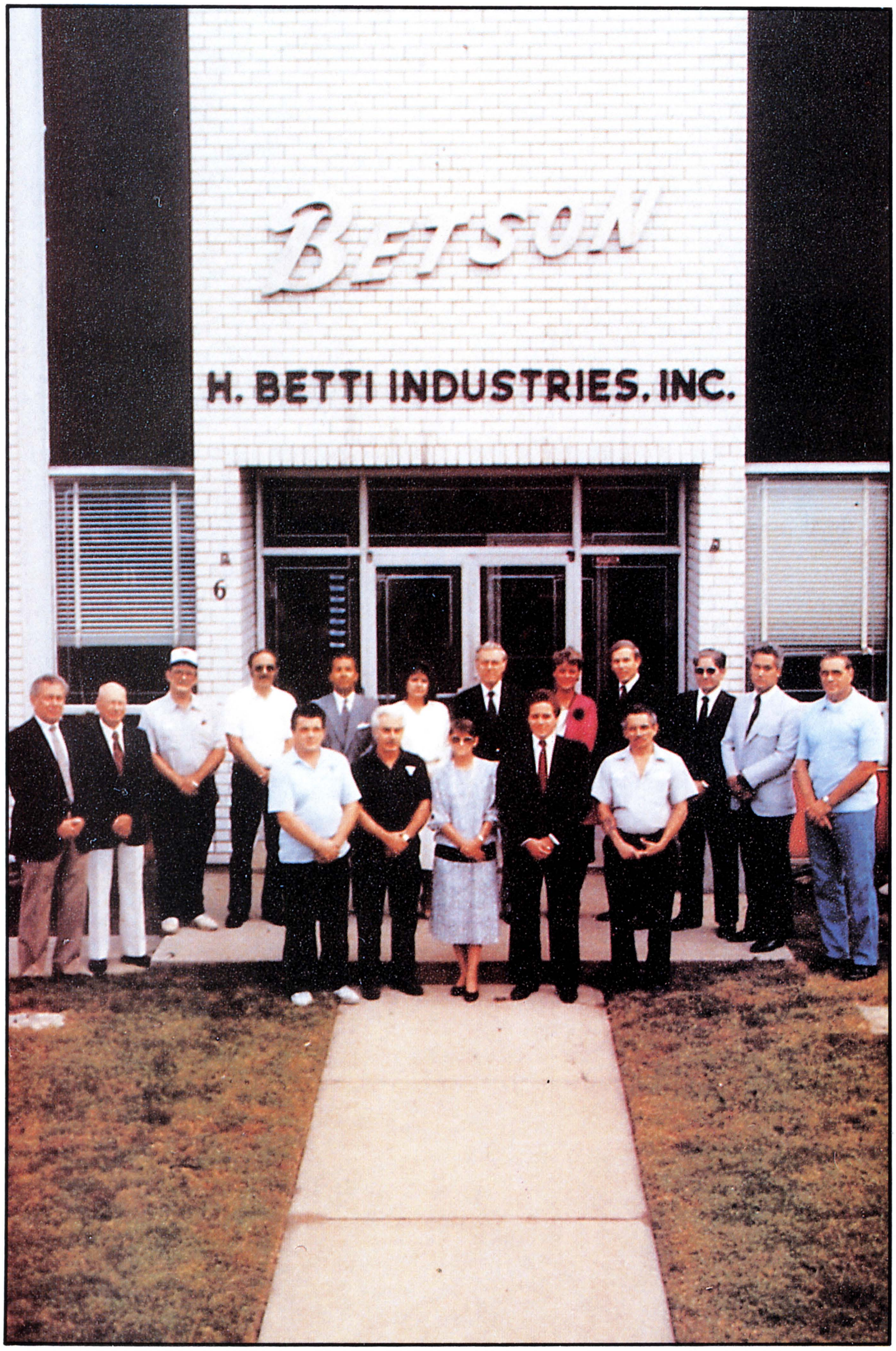
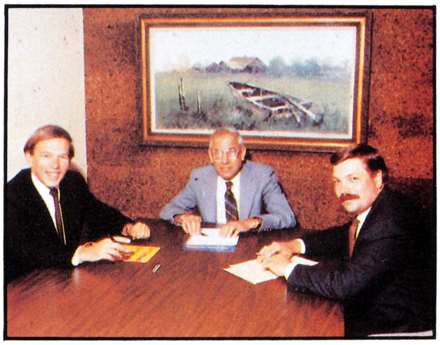
Betson Enterprises: In for the long haul



Left: One of Betson's strengths is employee loyalty. Here is a partial listing of the 15-years-and-over employees: Back row, (l-r): Ben Toro, Fred Miller, Ronnie Bonstein, Pat Bruno, Joe Cirillo, Carol Morroccoli, Ed Lettieri, Marty Varites, Bob Geschine, Frank Coviello, Dennis Salvador, John Untisz. Front row, (l-r): Guiseppe Cirillo, Frank Amato, Fran Kaste, Mike Cetinich, and Santos Morales.

Below: Treasurer Bob Geschine (l), president Hugh Betti (c) and corporate vice president Robert Betti.

Bottom: Joe Cirillo, executive vice president.



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- Electronic sounds
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- Credit/Timer display and much, much more.

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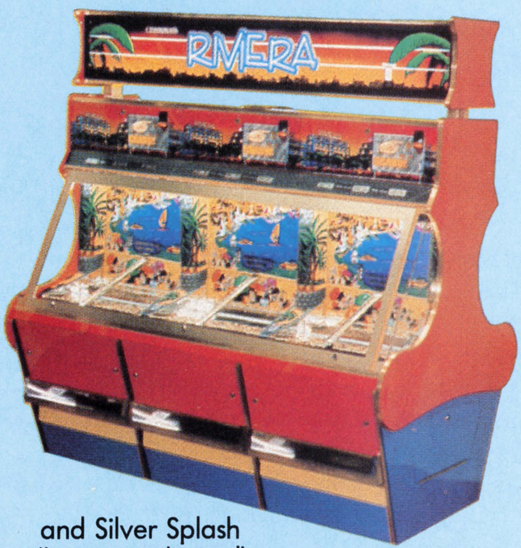

and Silver Splash (hexagon shaped)

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BETSON

H. Betti Industries has come a long way from its humble beginning in 1932, when Humbert Betti Sr. came to America to seek his fortune. When Prohibition ended, Betti and a partner began placing jukeboxes in all the taverns that were opening up. From there, the company has expanded into H. Betti Industries Inc., consisting of Imperial International; Betson Enterprises, with offices in Moonachie, N.J., New Hyde Park, Long Island, and Milford, Ct.; Betson Advance Distributing in Syracuse, N.Y.; and New England Coin-Op in Norwood, Ma. The company also is affiliated with Betson Pacific Co. in Los Angeles, San Francisco, and Phoenix.

Betson has become a major force in manufacturing and importing redemption games. The company has a firm commitment to redemption and feels strongly that every successful family amusement center will enjoy some form of redemption. Said John Margold, "Players cannot win prizes while playing their home games. To motivate a player to come into the arcade, the operator must give them something they can't get at home. The opportunity to win prizes while enjoying the games gives the redemption center a distinct advantage over the traditional arcade that merely offers pinballs and videos.

Betson has become a major force in manufacturing and importing redemption games.

"Interactive sports games also offer the player something beyond standard video. That's why Betson has brought *Big Hitter*, the coin-op golf driving range, to market."

Betson has designed and marketed machines aimed at the adult player. These players have more money and usually stay with a game until they have enough tickets or tokens to trade for a high-end prize like a Walkman or VCR, noted Margold.

Music and games sales manager Bob Boals (l) with sales reps Ed Ernst, Tom Faranda, and Ben Toro.

The redemption crew, (l-r): George Angermeyer, Joe Manzo, Ray Meyers, Roy Werts, John Margold, and John Orna (seated).

Betson's success is due largely to the fact that more and more arcade owners are discovering the value of redemption. Betson is offering something for everyone. Besides its line-up of cranes, Betson also offers products from Crompton Ltd. (*Klondike*), Barcrest Ltd. (*Reel Poker*), and BWB Ltd. (*Flash Four*, which was recently shown at the AMOA show in Las Vegas.)

Betson truly is looking forward to the future of the coin-op industry. "We have had such tremendous success with our *Big Choice* cranes. Our *Jumbo Top Choice* crane, with the eight-inch claw and ability to vend large prizes, has given our customers a chance to operate cranes at 50-cent and $1 plays," Margold said.

Betson continues to show support to crane operators with the new *Limited Edition Jumbo Crane*, introduced in Las Vegas. In the future, as in the past, Betson will seek out new products that provide operators with maximum return on their investments. ☐

Imperial International's Robert Lapinski, Steve Russell, Paul Cardea, Mike DiMotta, and Joe Migueles.

ETSON / ADVANCE DIST. CO.
A Division of H. Betti Industries

Betson Advance, (l-r): Gordy Burlingham, David Lerner, John Eastman, Nancy Smith, Jack Lewis, Greg Keevil, Karrey Massena, and Terry Jenkins. (Missing from photo is Dave Schaffer.)

Betson's parts department, (l-r): Harry Rosenberg, Don Eberhadt, John Feltz (manager), Cherie Brown, Steven Betti, Bob Carlson, and Jim Arb.

The vending sales and service staff, (l-r): John Pasent, George Hacker, Ginny Kientz, Frank Coviello, Joe Camm (manager), Fred Miller, and Al Daly.

Bromley announces new company

Lauran Bromley has announced the formation of Bromley Inc. The new company will engage in the development and manufacturing of coin-op novelty and video equipment.

Although Bromley Inc. may be new to the industry, the Bromley name certainly is not. Lauran has been involved in the industry in the United States for over 10 years with companies like Stern Electronics and Data East Pinball. Her family has been in the industry for over 50 years. Her father is Martin Bromley, who was a co-founder of Sega.

Lauran also announced the appointment of Frank and Joe Bundra (Prism Products) as manufacturers' representatives for Bromley Inc.

Lauran said, "I'm very excited bringing new innovative product with great return on investment to the coin-op arena. I'm equally excited to have Prism Products represent the Bromley line."

Frank Bundra said, "Joey and I considered many possibilities of product lines to complement the Ameri-line of games we are already handling. We now have two lines which we are proud to represent. Both are quality products built and designed in the United States with the operator in mind."

Star*Tech offers troubleshooting seminars

Star*Tech Journal will conduct a series of seminars nationwide. The seminars will feature comprehensive coverage, down to the component level repair of monitors, switching power supplies, PCB bench repair, and board diagnosis.

Star*Tech Journal's Jim Calore noted that attendees must have some electronic repair background and industry service experience. No basics will be covered.

It will be geared towards upgrading electronic repair skills and learning the ins-and-outs of the newest game systems.

For more information, call or write Star*Tech Journal at P.O. Box 1065, Merchantville, NJ 08109; (609) 662-1080; FAX (609) 488-9326.

Lloyd to leave Data East USA

Bob Lloyd, who has been president of Data East USA since 1983, has decided not to renew his contract when it comes up for renewal in March 1990. Lloyd started with the company in 1982, serving as executive vice president and general manager before being promoted to president.

It could be said that Data East was ahead of its time when it presented the "Deco System" to coin-op. Lloyd said that operators were looking toward conversions at a time when kits were unheard of. He saw Data East rise to an $85 million company during his tenure as president.

Though his future plans are unknown, Lloyd stressed that he will remain in the industry. A replacement has not yet been named.

Bob Lloyd

Nintendo named third among 1,800 companies

Nintendo Co. Ltd., the Kyoto, Japan-based parent of Nintnedo of America, was ranked third among 1,800 Japanese companies for its overall performance in the areas of growth potential, profitability, size, and company soundness. The honor comes from the Japan Economic Journal.

Nintendo, which has been ranked in the top 10 for the last three years in the same survey, also ranked first among the top 10 for growth potential and scored 95 out of 100 for profitability.

According to the journal, which is considered the most respected financial newspaper in Japan, the analysis was based on the company's financial data. Nintendo followed Toyota, which was ranked first as the best Japanese company overall, and Fanuc, which came in second.

I.C.E. moves to new facility

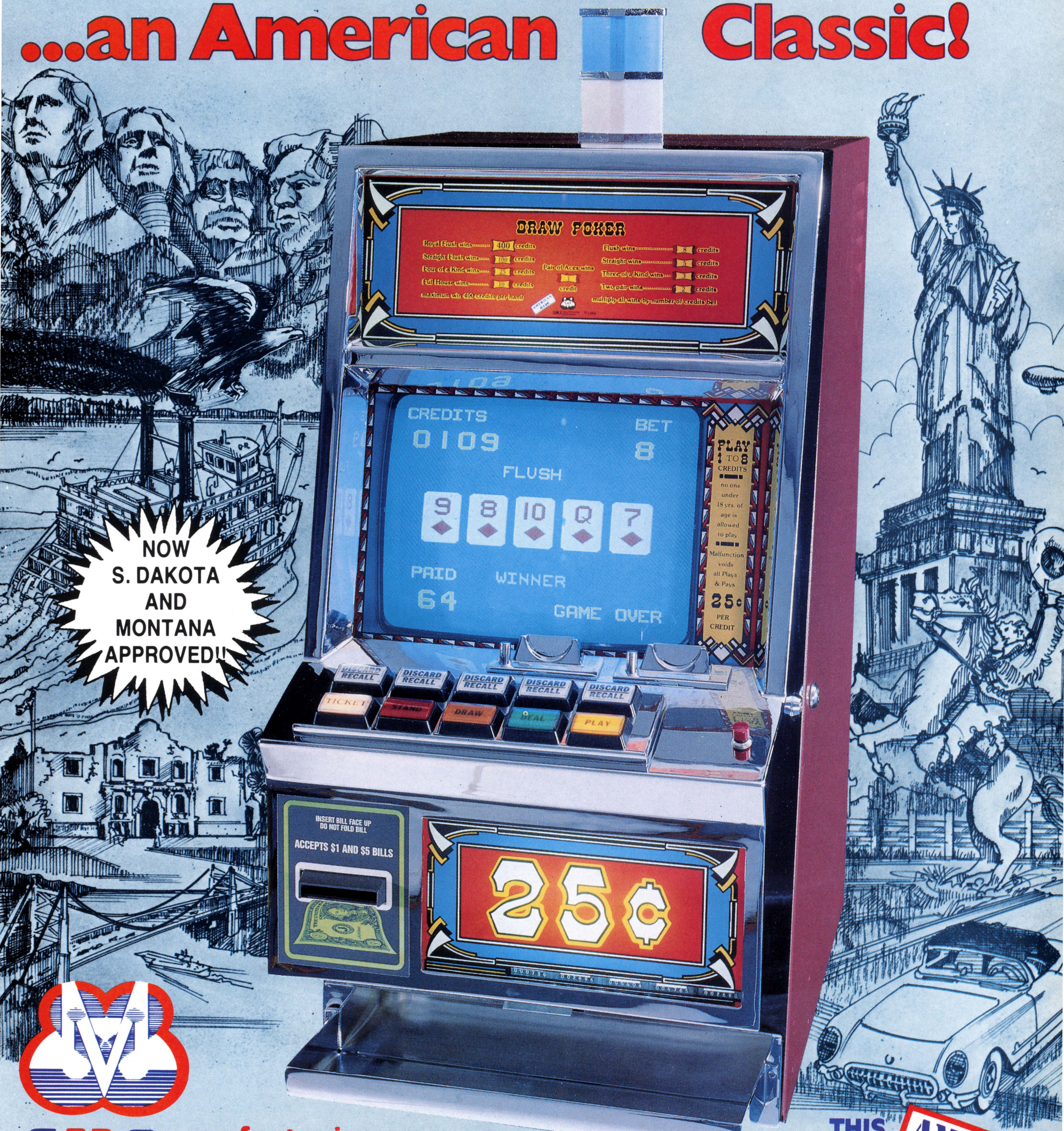
Innovative Concepts in Entertainment (I.C.E.) has moved to a 21,000 square-foot facility in Buffalo, N.Y., which was purchased by the principals of I.C.E., Ralph Coppola and Jack Willert. I.C.E. was founded in 1982 and had occupied rented offices in Tonawanda. The new facility will house the headquarters and manufacturing operations of both I.C.E. and Buffalo Plastics, a company founded by Coppola and Willert in 1989.

I.C.E. specializes in the development and manufacture of electromechanical coin-operated games, including the popular *Chexx* and *Super Chexx*, which have been continuously manufactured since 1983. The company plans to continue manufacturing the game and will introduce a new-and-improved version of *Kixx* called *Super Kixx*.

The new address is 1501 Kensington Ave., Buffalo, N.Y. 14215; the telephone number is (716) 833-0481 or (800) 342-3433, and the FAX is (716) 833-1342.

DRAW POKER

...an American Classic!


DRAW POKER
Royal Flush wins 400 credits
Straight Flush wins 100 credits
Four of a Kind wins 25 credits
Full House wins 10 credits
maximum win 400 credits per hand
Pair of Aces wins 1 credit
Flush wins 8 credits
Straight wins 5 credits
Three of a Kind wins 3 credits
Two pair wins 2 credits
multiply all wins by number of credits bet
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From left: Williams' Marty Glazman, Ernesto Felix-Diaz, Steve Blattspieler, and Michael Daniel Kessler.

Williams appoints distributor in Mexico

Williams Electronic Games and Midway Manufacturing, both subsidiaries of WMS Industries, have announced the appointment of Distribuidora y Fabricadora de Aparatos de Diversion, S.A. de C.V. as their exclusive distributor for Mexico.

The ACME show committe members met on the Lady Hilton during the AMOA show in Las Vegas.

Gearing up for ACME

The American Coin Machine Expo (ACME), sponsored by Play Meter magazine and the American Amusement Manufacturers Association (AAMA), is getting ready for a big March show in Chicago.

The show sponsors met in Las Vegas during the AMOA show to discuss and finalize plans. The seminars will be of the usual high-quality, with impressive speakers and thought-provoking topics.

For more information, call W.T. Glasgow at (312) 333-9292.

Norberg-Paulsen steps down

Tami Norberg-Paulsen of C&N Sales in Mankato, Minn., has stepped down after two years as the AMOA-NDA president. The NDA (National Dart Association) has grown tremendously under Tami's leadership, and the association offers her their special thanks for her hard work.

Tony Urso of Madison Coin Machine in Monona, Wisc., will take over as president. Tony previously served as vice president of the NDA.

The NDA, formed in 1986, has some 130 operator members and over 17,000 sanctioned players nationwide. They play in thousands of locations serviced by AMOA members.

For more information on NDA, contact Joe Conway, NDA executive director, 141 W. Vine Street, Milwaukee, Wisc. 53212; (414) 263-2444.

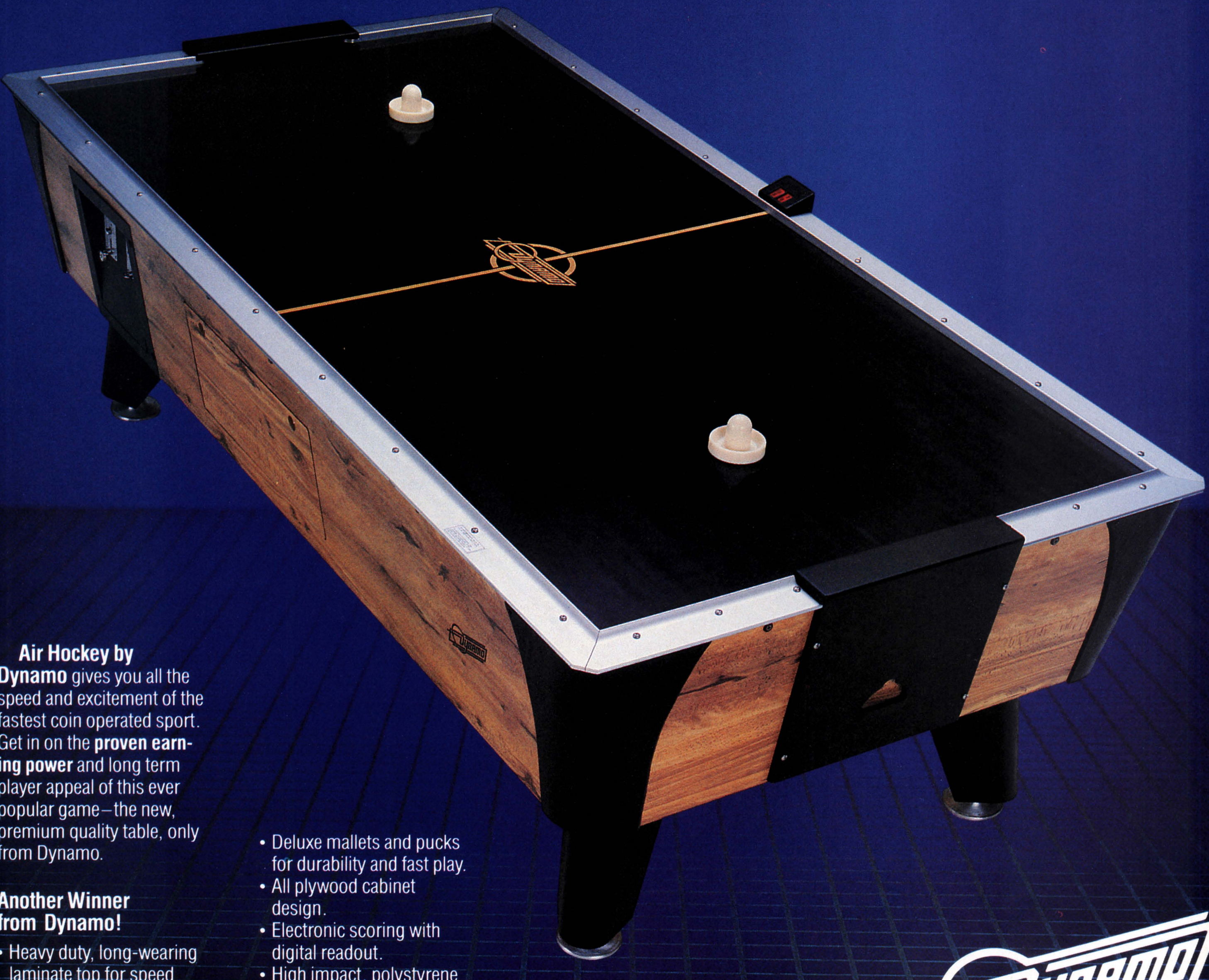
Brady upgrades its Florida operations

Brady Distributing, which has its home office in Charlotte, N.C., has announced the completion of the first upgrading phase in Florida. The company moved its Orlando office into an 8,000 square-foot warehouse.

In addition, the Miami office is focusing on upgrading its service by providing more parts, improved service, and instant product availability.

Brady has an impressive line-up of sales representatives that includes Larry Vaughn in central Florida; Jack McKinney in northern Florida; Jim Brandt, formerly of Coin Acceptors, in the entire state for vending; Billy O'Bryan, who's moved from Chattanooga to Orlando; and Bill Arden and Richard Gershman, who head up the Miami office. Bob Haim is managing the entire operation.

Air Hockey® by Dynamo... Excitement...Strategy... Lightning Fast Action!



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Holly Mathis

Gerry Aube

New appointments at Data East

Data East U.S.A. has appointed a new controller and a new materials manager: Holly Mathis and Gerry Aube, respectively. Mathis, in her position as controller, will be responsible for directing the accounting department.

"As Data East enters its second decade of innovation and growth as a $70 million industry leader, our financial arm has become increasingly important to the success of the company," said Margo Hober, executive vice president and chief financial officer.

Aube, meanwhile, will be responsible for directing all facets of materials planning and control.

SNK Japan files suit

SNK Corp. of Osaka, Japan, in conjunction with its distributor in Seoul, Korea, has filed a criminal and trademark infringement suit against Ko-Bong, one of the largest-known video game counterfeiters in Korea.

After a raid at Ko-Bong on Aug. 19, the Seoul Metropolitan Police turned up a number of counterfeit PCB boards.

An SNK spokesman said, "A great deal of time and money has been spent. The outcome of this case will be carefully watched."

NAMA appoints new director

David R. Stone has been appointed the new director of communications for the National Automatic Merchandising Association (NAMA). Stone was previously the editor of American Automatic Merchandiser, a monthly trade magazine serving the vending and food service contracting industry.

He succeeds Walter Reed, who retired after 30 years as NAMA's director of public relations.

Robbins to be Man of the Year

Joe Robbins, an acknowledged dean of the industry, will be the honoree at the annual fund-raising banquet sponsored by the American Amusement Machine Charitable Foundation. The event will be held on March 10, 1990, during the American Coin Machine Expo (ACME) in Chicago.

Robbins was the moving force in the founding of the American Amusement Machine Association (AAMA), originally known as the Amusement Devices Manufacturers Association (ADMA), in 1981. He was also instrumental in establishing the association's Charitable Foundation, which has raised nearly $500,000 for charity. The honorees of the past two years have been David Rosen and Bert Betti.

Robbins was also a major force in uniting the Amusement Operators Expo (AOE), sponsored by Play Meter, and the Amusement Showcase International (ASI), sponsored by the manufacturers' association. The combined show became the ACME, sponsored by Play Meter and AAMA.

Robbins has selected the "Starting Now" primary youth program of the Highland Park Hospital, Highland Park, Ill., as the recipient of the funds to be raised. The program is dedicated to the treatment of referred teenagers with drug or alcohol problems in the northeastern Illinois area.

For more information on this event, contact AAMCF at (703) 548-0766.

Joe Robbins

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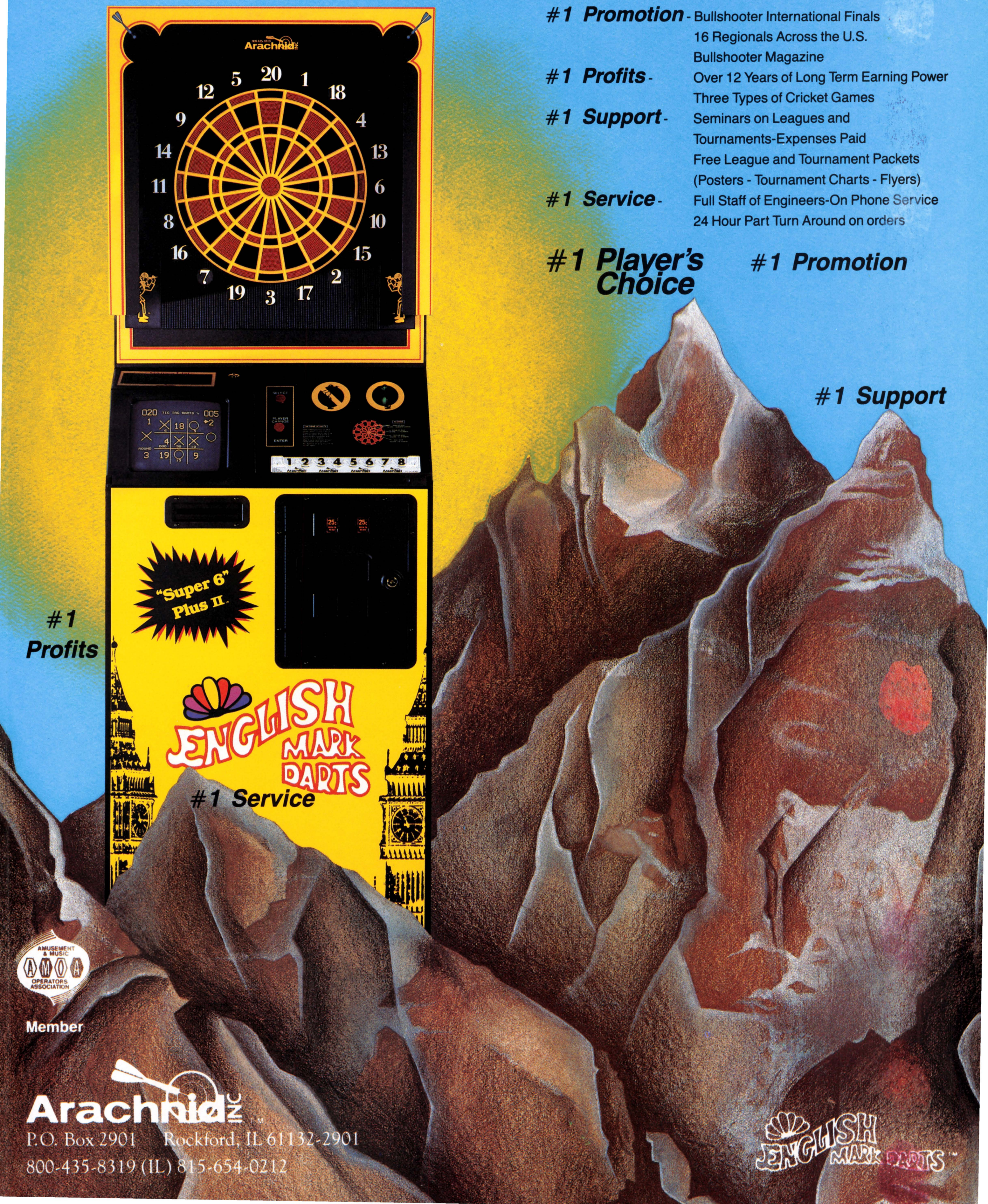
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Baton Hardware becomes Lock America

On Sept. 1, 1989, Baton Harware Co. (a California limited partnership) was dissolved by a mutual agreement among all of the interested parties.

Steve "Ming" Shiao and Frank Minnella, along with all of the sales reps, customer service personnel, the bookkeeping manager, and most of the warehouse assembly crew, have become Lock America Inc.

Lock America's address is 7251 Garden Grove Blvd., Suite M, Garden Grove, Calif. 92641. The phone number is (714) 373-2997; it's toll-free (800) 262-2866 in California and (800) 422-2866 outside California. The FAX number is (714) 373-2998.

Coin Concepts receives great reviews

Art Warner, president of Coin Concepts, reports that the response to their two new games, *Rebound* and *Jumbo the Elephant* has been overwhelming.

Warner said he was surprised by the attendance at the AMOA show, considering operators were leaving their businesses on Monday, Tuesday, and Wednesday. It was a change from the traditional Friday, Saturday, and Sunday.

Coin Concepts' *Rebound* is called "a fresh new idea in redemption." Coin Concepts' Wylie Irwin said, "Game room operators want something new, something different, and *Rebound* filled the bill."

Warner noted that he had to increase his orders on *Jumbo* just to keep up with the demand.

"It was a very worthwhile AMOA show for us," said Warner. "Other vendors told us it was excellent for them as well."

From left: Sam Zammuto, Clyde Knupp, Bill Ward, and Marcio Bonilla.

Arachnid honored at AMOA show

AMOA president Clyde Knupp presented the inaugural President's Award to Arachnid at the recent AMOA Expo '89. Arachnid, the originator of the first electronic soft-tip dart game, was honored for creative achievement and new ideas for companies in the coin machine business.

Knupp presented the award to Arachnid president Bill Ward, vice president of marketing Sam Zammuto, and vice president of sales Marcio Bonilla.

Kordek honored

The elegant Pegasus Gourmet Room in Las Vegas was the setting for a gala evening honoring the foreign distributors for Williams and Bally/Midway, subsidiaries of WMS Industries.

In a surprise presentation, Hans Rosenzweig of NOVA of Germany awarded Bally's Steve Kordek with a diamond and gold stick pin in recognition of his dedication, service, and continued contributions to the advancement of pinball worldwide.

Amazing Games has new address

Amazing Games, manufacturers of *Powerkick* soccer tables and KIS system game cabinets, has a new address and phone number.

The new address is 10150 S.W. Nimbus, Suite E4, Tigard, OR 97223. The phone number is (503) 620-9493; the FAX is (503) 624-1627.

$200 for parallel boards

During its distributor meeting at the AMOA show, Data East announced that it will give operators $200 each for parallel boards of *Chelnov, Heavy Barrel, Robocop*, and *Cobra Command*.

The company will hold the offer until Nov. 15, 1989. Operators should turn the boards over to their distributor, who in turn will forward them to Data East. Data East will send a check to the distributor to pass on to the operator.

Company spokemen said they feel that operators deserve a chance to clean up their routes. However, after November, Data East said it will be very aggressive about defending its copyrights.

For more information, call Data East at (408) 286-7074 or your local distributor.

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For all its brains, you'll see that the Nintendo PlayChoice Kit is a beauty, too. We've developed space-age side-panel graphics as well as a high-tech control panel with controllers that look as hot and ahead of the times as the five games inside. Your VS. UniSystem will have the look and feel of a whole new machine. And it will pour on the profit power as never before!

GAME PLAN

Here's the game plan on how to power up for greater profits than ever with the PlayChoice Kit. Get the inside story on the hottest kit in coin-op by going straight to the source. Contact your authorized Nintendo distributor or Nintendo of America Inc. The Nintendo PlayChoice Kit — it's the hot-hot-hottest thing going for cold cash.

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[3] Teenage Mutant Ninja Turtles ® and © Mirage Studios, USA. Trademark use granted to Konami under license from Mirage Studios Inc. ™ & © 1989 Konami Industry Co. Ltd.
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All titles are subject to location testing.

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Bushnell's latest business venture

In its September issue, INC. magazine noted that "soon you'll be able to catch the evening news on your Apple Macintosh computer. Memphis's Aapps Corp. is coming out with a $295 add-on device that will turn any portion of a Mac screen into a TV, VCR, or live video-conferencing unit."

The article went on to point out that the coin-op industry's own Nolan Bushnell is the chairman of Aapps. The magazine called him "the legendary entrepreneur who brought us Atari and Pizza Time Theatre."

Suit dismissed

Bernie Powers, formerly with Arachnid, has suffered a setback in his lawsuit against the company for breach of contract. On Sept. 26, a circuit judge in Winnebago County dismissed five counts, constituting 99 percent of the monetary suit, for "failure to state a cause of action" and "failure to allege special damages to support a claim." The remaining complaint was to be heard within 20 days.

Seeburg staff lets their hair down

Despite a hot, muggy day, the Seeburg staff turned out for a social picnic. The crew enjoyed barbeque, cold beer, and lots of games.

This photo of the picnic's youngest attendee was taken by the oldest in attendance, Bob Breither.

The prez and his bride, Mr. & Mrs. Nick Hindman (c), planning game strategy.

Nick Hindman Jr. won the flipper foot race.

AAMA, AMOA donate to Ronald McDonald Houses

Ronald McDonald House

At the Ronald McDonald House in Marshfield, Wis., (l to r): house director Barbara Marshall, Jim Stansfield of Jim Stansfield Vending, and his wife Marge.

Two dads watching a night game on TV discover that each has a child facing open-heart surgery. They don't have to say anything more; they understand.''

''Watching her child laugh with a playmate, a mother's face glows with joy.''

''Putting on his coat at the end of a shift, a volunteer realizes that once again he's been reminded of what's really important in life.''

These are but a few of the sentiments expressed by the Ronald McDonald Children's Charities when asked what their Ronald McDonald Houses mean to families of seriously ill children, as well as the children themselves. The houses provide a ''home-away-from-home'' for families of children who must be hospitalized or receive outpatient treatment far away from home, for an extended length of time.

The coin-op industry is taking an active part in this worthwhile project, via the American Amusement Machine Association (AAMA) and Amusement and Music Operators Association (AMOA) members. Often the only entertainment provided for the families is television, so one can well imagine the kids'beaming faces when a video game or pinball machine is donated to a house.

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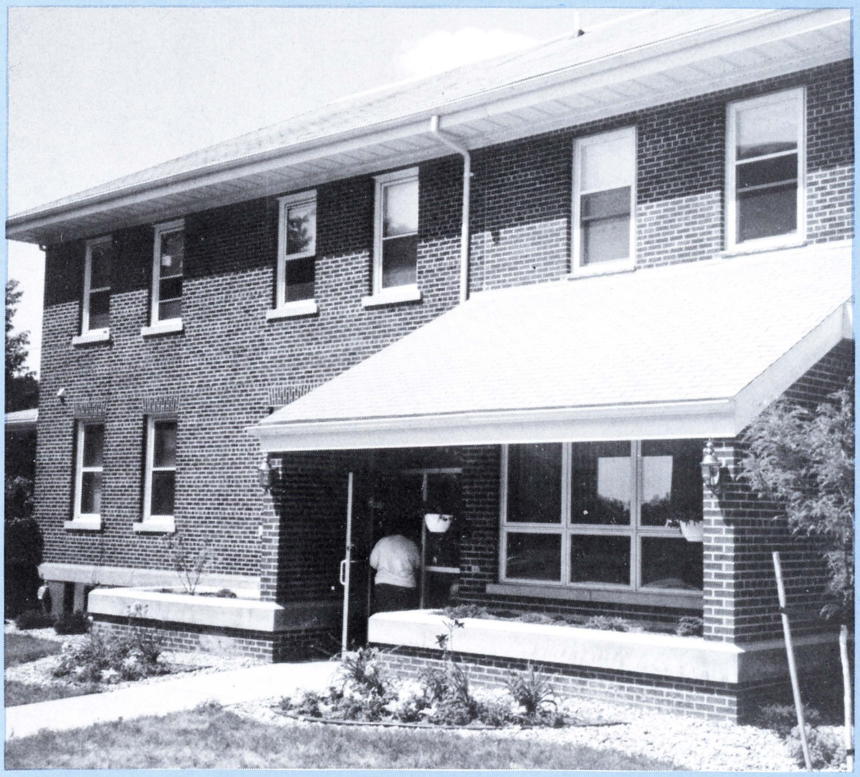
BACKGROUND PHOTO COURTESY OF FLORIDA STATE FAIR

There are over 100 Ronald McDonald Houses in the United States, Canada, Australia, and Europe. The two associations have made contact with 75 houses that want coin-op equipment. (Some of the other houses already have equipment or are have space constraints.) Twenty-three houses have already had equipment installed, and another 26 are in various stages of completion. Of the remaining 26 houses that seek equipment, operators in their areas have been contacted for possible donations, but no response has been made to the request.

Besides the obvious public relations benefits of such donations, operators and manufacturers express a feeling of personal satisfaction from bringing some joy to a difficult situation. Here's a sampling of some coin-op goodwill from across the country:

- Clyde Knupp, the immediate past president of AMOA, delivered a *Ms. Pac-Man* cocktail table to the Ronald McDonald House in Des Moines, Iowa, on behalf of the Iowa Operators of Music and Amusements. ''A family was present in the house when we delivered the game,'' he recalled. ''The children were delighted and had a ball playing *Ms. Pac-Man*.''
- John P. Newberry Jr. of Venco Amusement Co. in Bland, Va., donated two video games and a pinball. ''The Ronald McDonald House donation project has been a great success in our area,'' Newberry said. ''We at Venco have felt privileged to serve the Roanoke area Ronald McDonald House. We sincerely hope that this small donation may lighten or in some way alleviate the tremendous burden in someone's life.''
- Walter Skelton, executive director of the Arkansas Music Operators Association, had this to say about the house in Little Rock: ''At the association meeting, unanimous approval was given to the association's participation in the AMOA program of providing amusement machines for the Ronald McDonald House. All agreed that this was a most worthy and worthwhile cause.''
- Ted Furkin of Allstar Music/The Silent Partner in Springfield, Ill., got



A view from the outside of the Marshfield house.

A typically spotless Ronald McDonald House kitchen.

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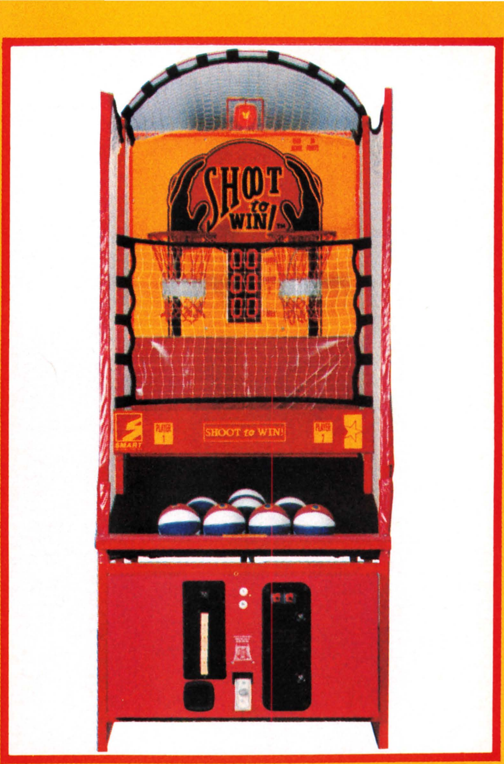

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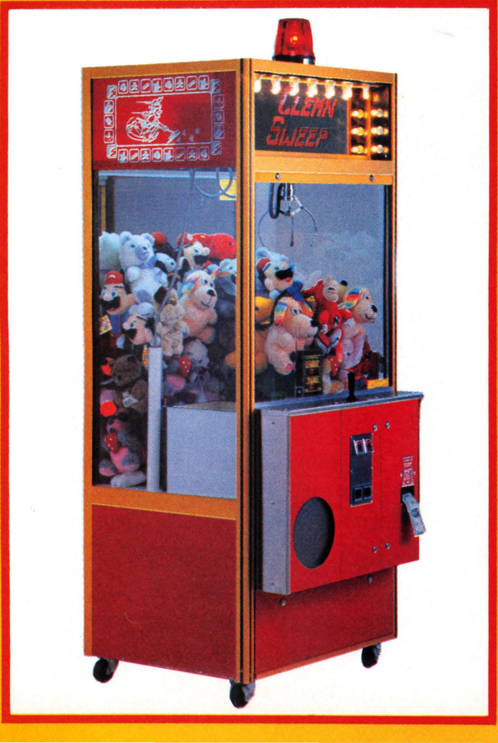

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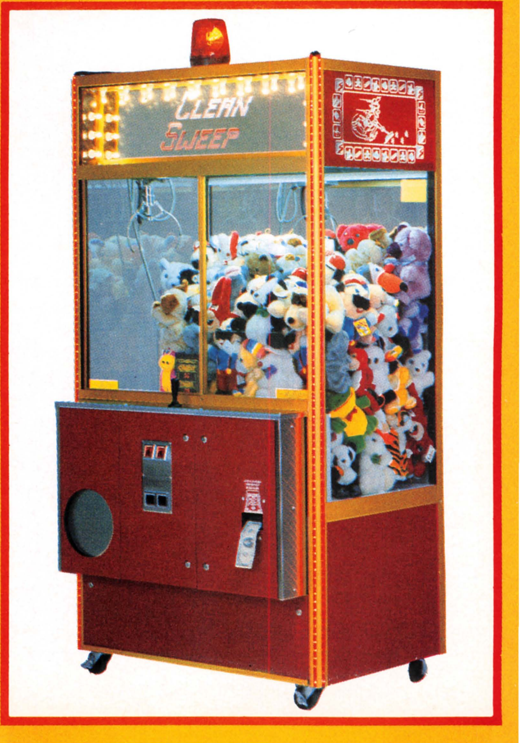
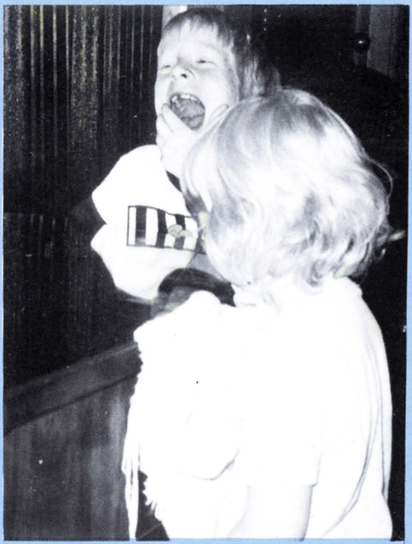


Board members from the Minneapolis Ronald McDonald House compete on a foosball table during an open house. The event was presented by the Minnesota Operators of Music and Amusements (MOMA).



These children are having a great time playing a video game in the Des Moines, Iowa, house.

newspaper and TV coverage upon installing his equipment. "We take a lot of quarters out of this town, and we try to give something back when we can," Furkin said. "This will really be a shot in the arm for the people here. They're really depressed and upset. If they can take out some of their frustrations on those little *Ms. Pac-Man* dots—great."

For information on how to donate equipment, contact AMOA at (312) 565-4602 or AAMA at (703) 548-8044.

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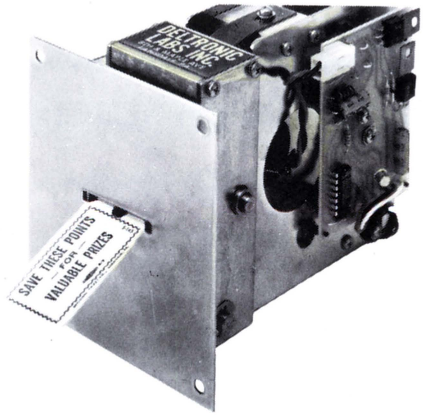

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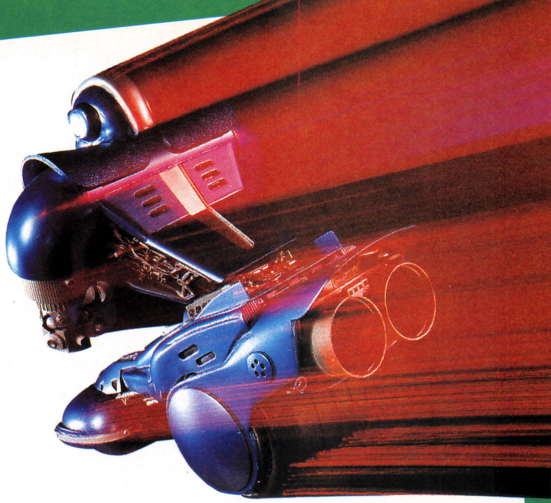

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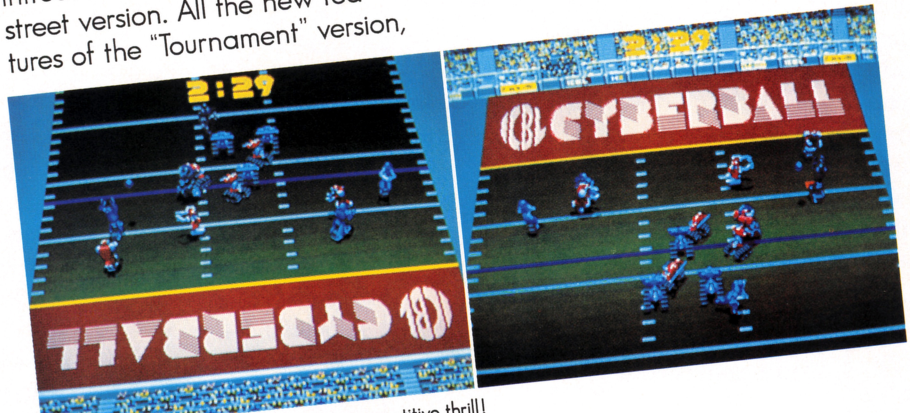
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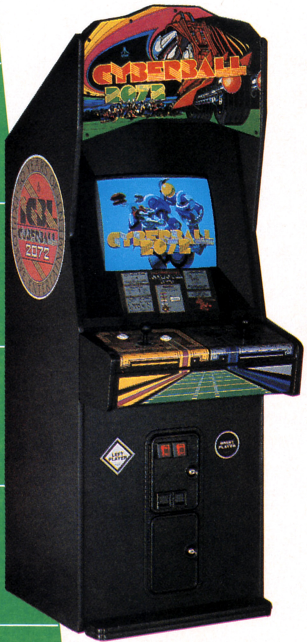
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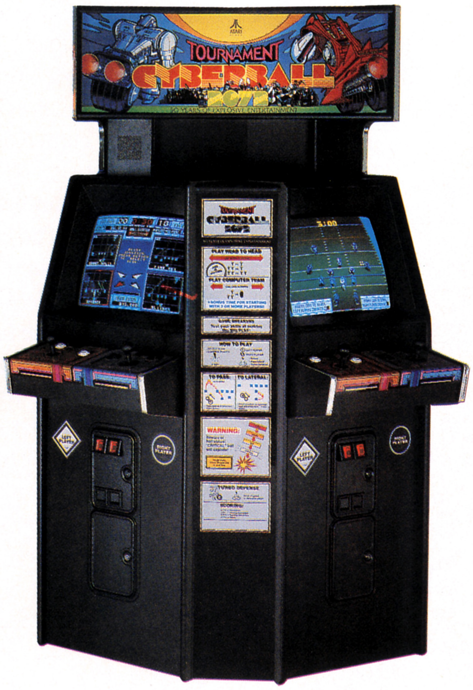
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2-Screen Tournament Cyberball–
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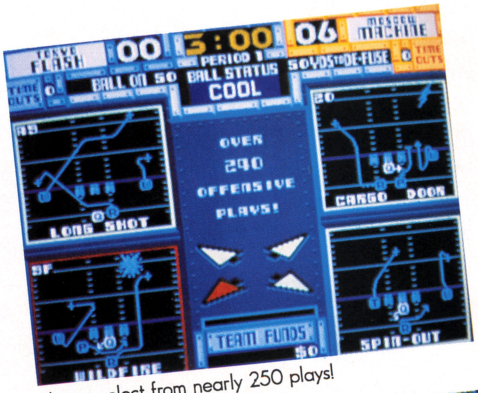
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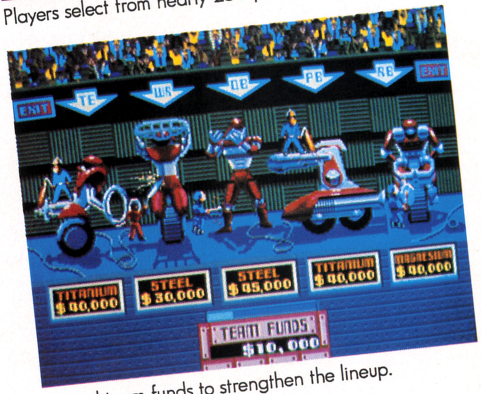
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David Snook

Fewer video games at JAMMA

No one ever thought it would happen, but the Japanese love for the video game is diminishing, if not dying. This was the feeling at the Japanese Amusement Machinery Manufacturers Association (JAMMA) show held in early October in Tokyo. The JAMMA show traditionally precedes the Amusement and Music Operators Association (AMOA) show in the United States, but this year AMOA was first. Many games first seen at JAMMA already had been previewed at AMOA in mid-September.

The JAMMA show still held some surprises. In the 10 years I have been visiting the annual coin machine exhibition in Tokyo, I have never seen it carry less than 80 percent video. This year it was at best 50 percent.

And what video games were there consisted mainly of sit-down games in dedicated cabinets. A year ago there were as many as 30 different PCB conversion kits offered; this year there were no more than a dozen serious contenders.

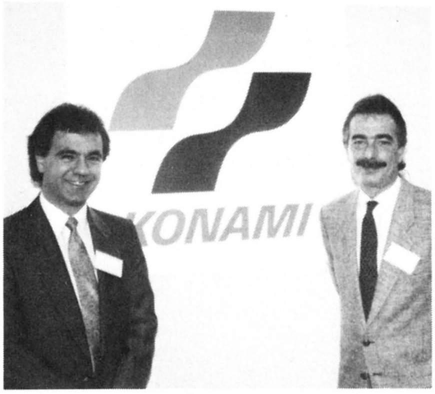
The rest of the show consisted of what collectively can be called novelties, i.e., coin-operated equipment, but of a non-video character—simple amusement types. Many were utterly incomprehensible to the westerner, but all had a single motive: to offer something away from video games.

When the Japanese adopt a fashion, they do so with even more single-minded dedication than the Americans. And many of them are finding that their love affair with the video game is beginning to pall. Of course, like all market trends in Japan, the reasons behind it are complex. They can be summarized like this:

1) The five-day week is becoming increasingly acceptable in Japan. This leads to more leisure time; hence, more time for amusement games.

5
FourTrax
namco
ATV

Namco's *FourTrax* was one of the better pieces at JAMMA as well as the recent AMOA.



Konami's Steve Kauffman (r) and Frank Pellegrini.

TECMO
URBAN

Frank Ballouz of Fabtek looks over the equipment.

2) There is an increasing number of shopping mall-type complexes with large game rooms being built on the outskirts of major urban areas.

3) More leisure time—plus more opportunities for family play—is creating a new market.

4) Video games are soft because of a lack of innovation, high prices, and the Fuei Act. Subsequently, operators want something different.

And that, in simple terms, is why the Japanese show produced a welter of assorted novelty items, instead of the expected deluge of video games.

Point 4 needs a littler closer examination. The lack of innovation is well-known and is evident on both sides of the Pacific. High prices have been brought about partly by the Fuei Act and partly by the manufacturers seizing upon an opportunity. The Fuei Act, in response to increasing media pressure, banned the operation of arcades between sunset and sunrise, taking out the lucrative evening periods.

The ban seriously brought down the demand for video games. Manufacturers sought to maintain their high profit levels, so they hiked up the price of the software, aided by the confidence brought about through the apparent defeat of most of the copiers.

The net result of all of this created a lower demand for video games and a sharp about-turn in the character of the Japanese show. But that's not for the worse. It means that only the best games get an airing, cutting through the mediocre which so often clouds the judgment of the visiting buyer. And why should all the Japanese ingenuity constantly be channeled in one

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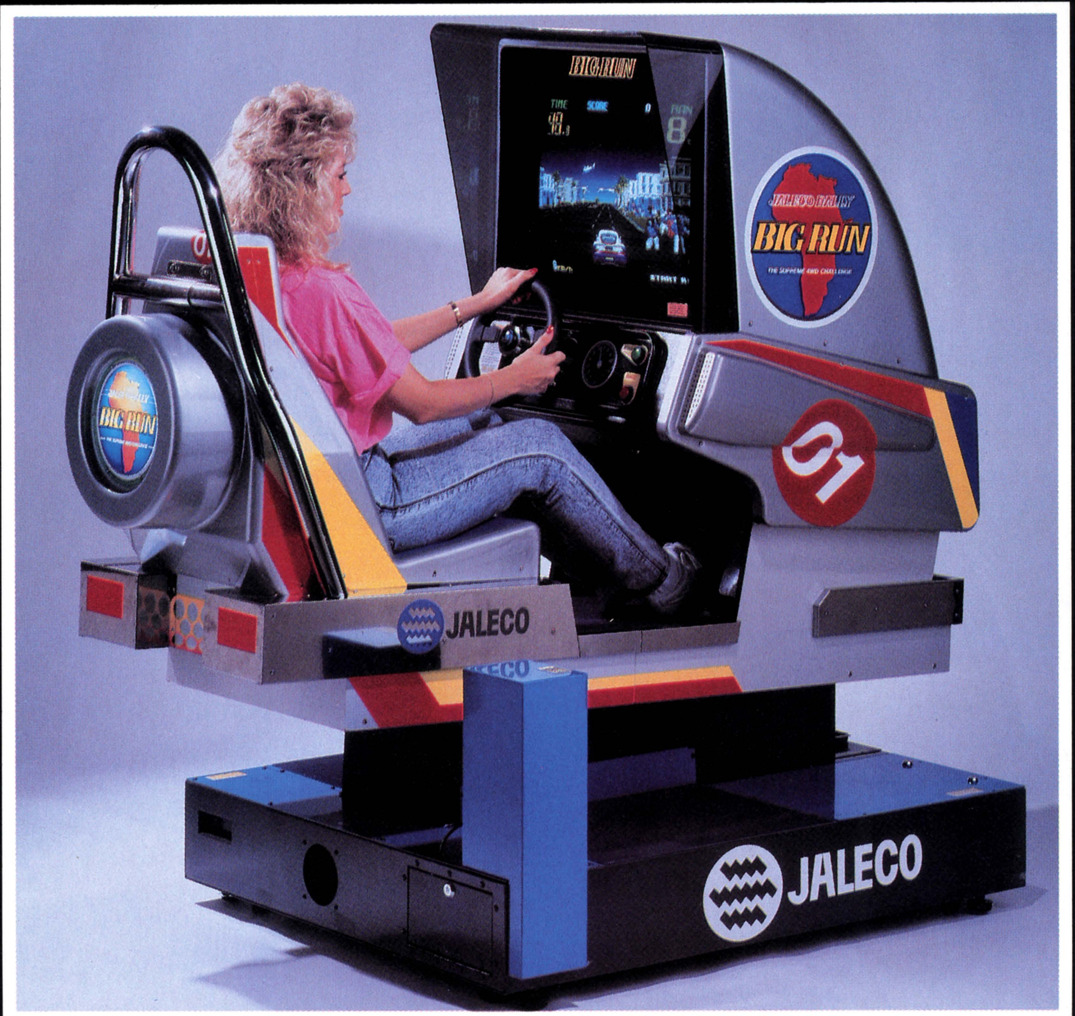
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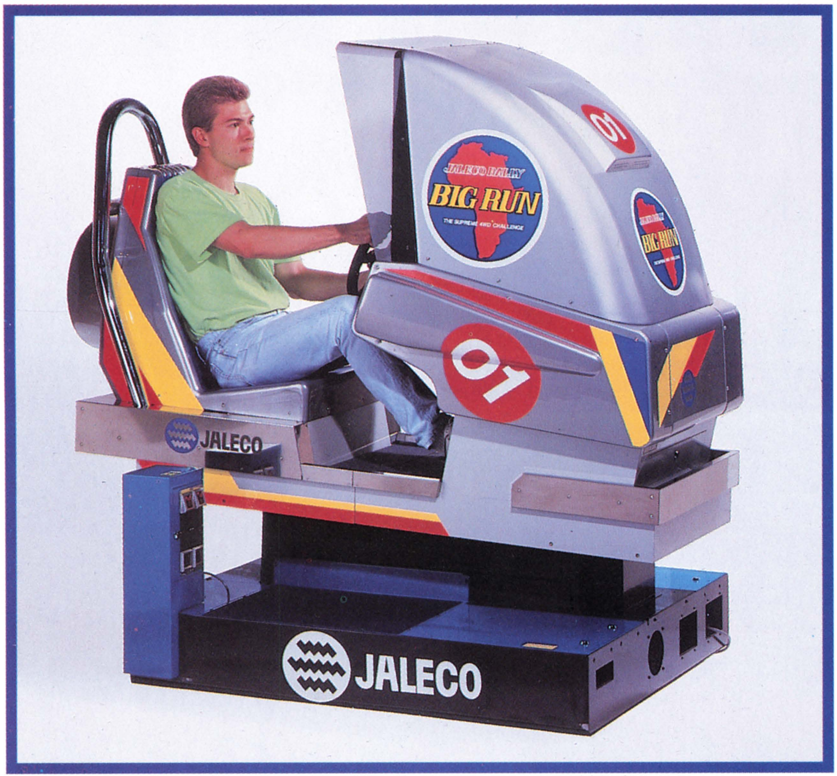
JALECO RALLY
BIG RUN
01
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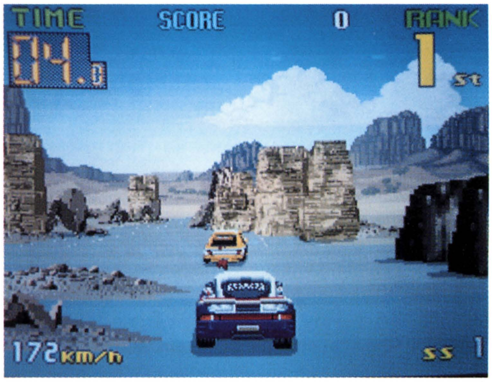
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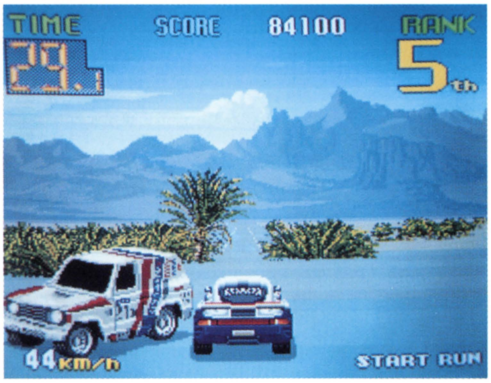
TIME
29.1
SCORE
84100
RANK
5th
44km/h
START RUN

Big Run™ moveable sit down: 69½ h × 43½ w × 74½ d

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START
RACE

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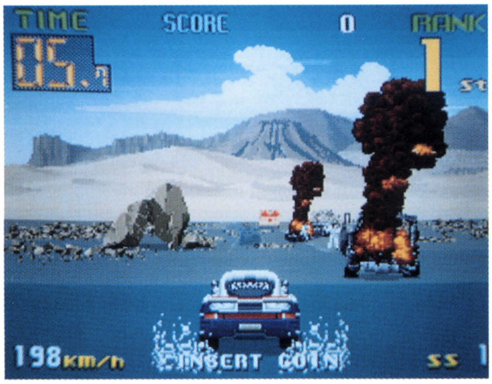
TIME
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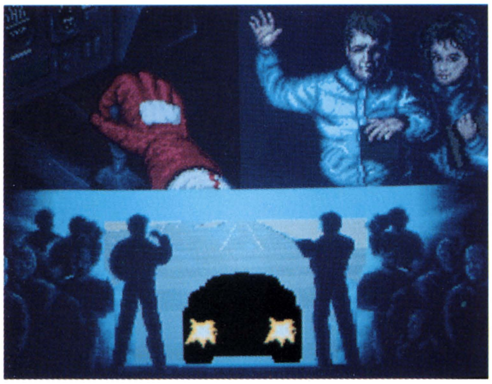

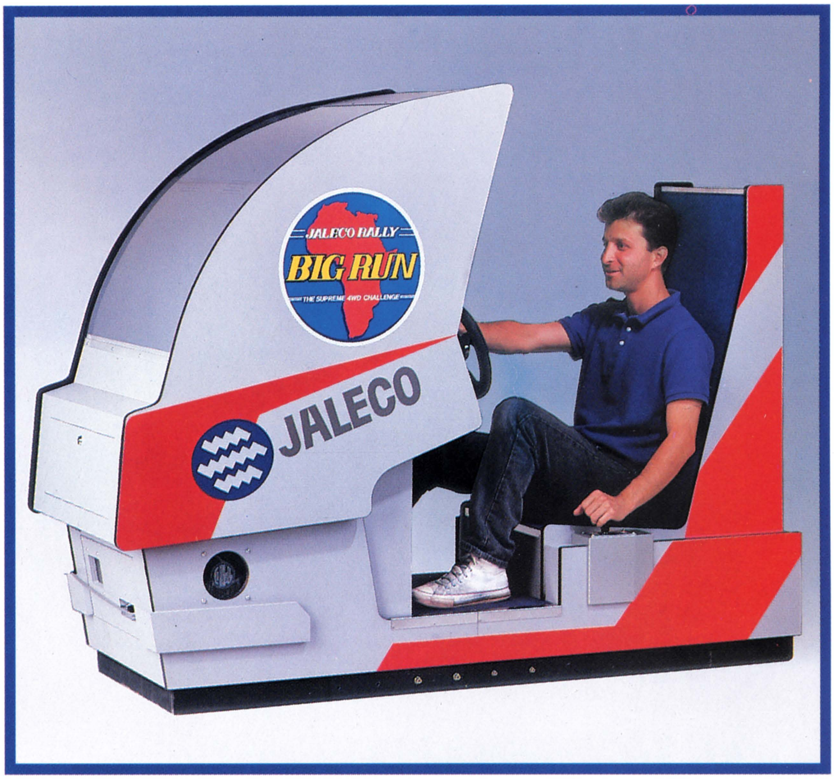
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Big Run™ stationary sit down: 57½ h × 27¼ w × 69¼ d

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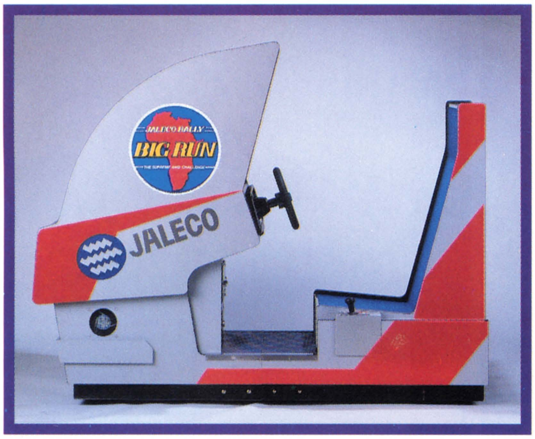
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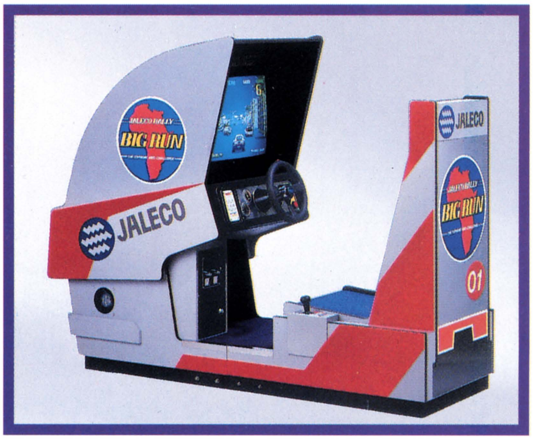
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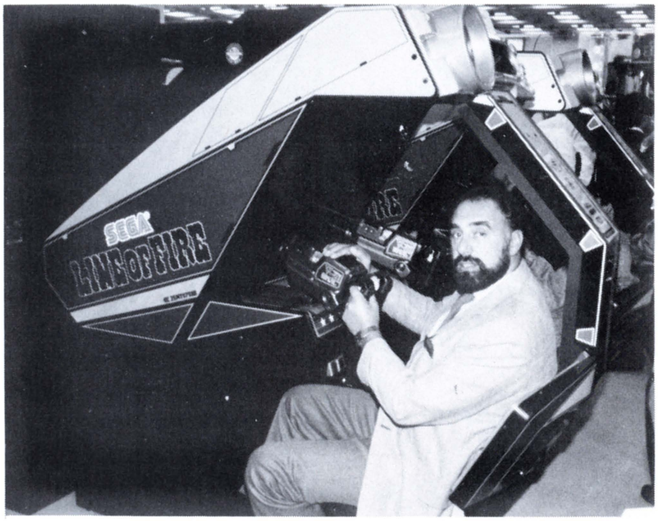
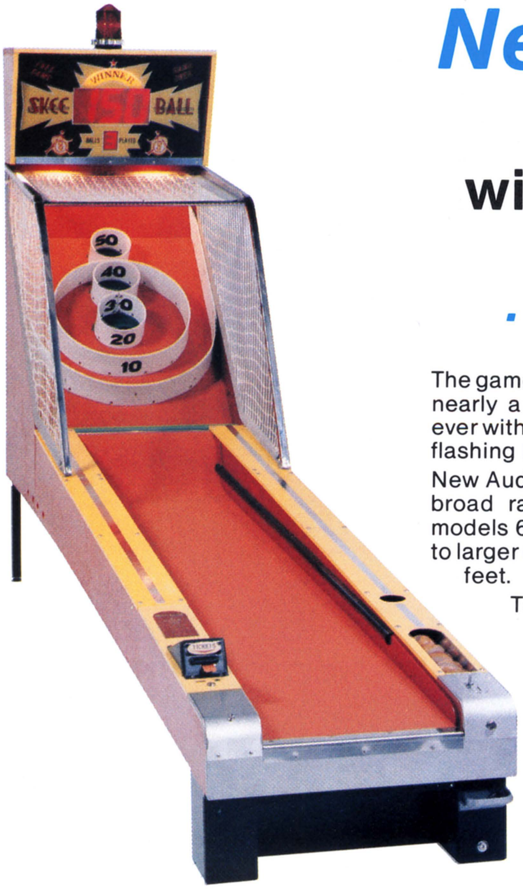


Sega Europe's Vic Leslie with Sega's *Line of Fire* shooting game, which won't be in production until December.

Al Stone (r) of Nintendo meets up with friends from Britain, Barrie Thompson and Bob Deith (l) of Deith Leisure. Deith recently bought Belam.

direction? The whole world needs novelties, so why not take a closer look at them?

It was a curious phenomenon. The Japanese video games reflect years of intensive market research and technological expertise. On the other hand, their novelty games reflected an almost endearing naivete, influenced perhaps by their pretty but fragile kiddie rides. Fragile may be fine for well-behaved and well-disciplined Japanese children, we note, but unbelievably inappropriate for the juvenile thugs, which would beat and batter them in the United States or Europe. The novel-



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Taito's *Darius II*, an update on the multi-monitor game of two years ago.

Another example of the sit-down upright cabinet on Tecmo's *Urban*.

Capcom's latest war-themed game in the new sit-down upright cabinet.

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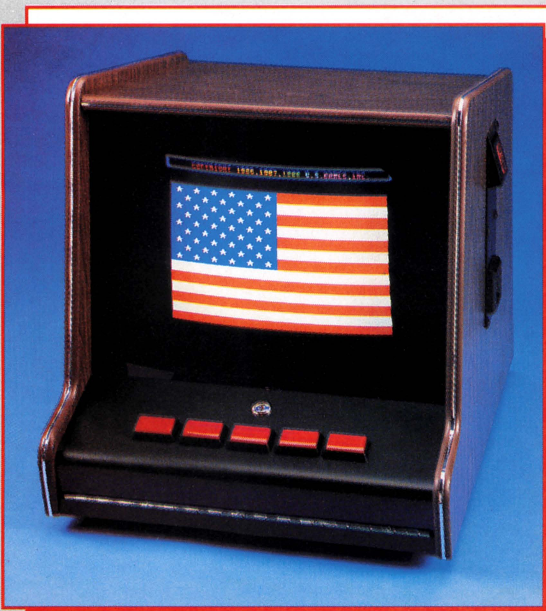

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ty games were much the same: simple, interesting, entertaining, but few with real, immediate potential on the international market. Give them a year or two.

Meanwhile, back to the video games. There is never anything with such a substantial presence in Japan. Jukeboxes are unpopular and fail in light of the Japanese partiality to karaoke (sing-along) machines. There's never enough room in Japanese bars for pinball or pool.

Leaving out the better games seen at the AMOA show and keeping strictly to the new games, Sega had to lead the way with its new video gun *Line of Fire*. It's an attractive, two-player cabinet mounted with twin machine guns to use on the fantasy targets on the monitor. The software was only 30 percent complete, the company was keen to point out, but we saw enough to appreciate the potential of the game and the fine and realistic action of the guns.

For the board enthusiasts, Konami had a high-class game called *Blockhole*, a video given a sneak preview to a privileged few at Las Vegas in a suite. In reality, the game is a cross between the *Tetris* thinking man's experience and the old *Breakout*-type game, but presented in an imaginative and clever way. It will certainly do well in street locations next year, as will its compatriot new game *Gradius 3* do well in arcades and game rooms. *Gradius 3* is a single-player space game which is the third in the line of the Nemesis trilogy.

Companies like Tecmo, Capcom, and some others had developed a new-style cabinet which can only be described as a "sit-down upright" and is illustrated with this report. It suggests that the development teams must have been looking over one another's shoulder during the past few months. Into those cabinets came one or two interesting games. Capcom had *1942* and *1943*, extensions of its *1941* World War II-themed game. One supposes that this only leaves *1944* to build on unless they try for *1945*, but that might be regarded as lacking taste.

Another good gun came from SNK—*Beast Busters*—featuring three simultaneously-firing machine guns. The appeal of the game was muted by the proximity of those guns to each other. It's fine for the smaller-framed Japanese, but somewhat cramping for Americans.

Data East had a sound-looking game in *Midnight Resistance*, a fantasy war game. Tecmo looks set for big success in Europe with its *World Cup '90* soccer game.

The spectacular pieces were, of course, the multi-screen games which made a determined reappearance this year. Tatsumi had a three-monitor major piece called *RoundUp 5*, a driving game with a shoot 'em up cops and robbers theme.

Namco had a huge triple monitor car driving simulator called *Eunos*, which I was assured was not intended for sale into the coin-operated market. The company was pledged to build only a couple of hundred to use in Mazda car dealerships. They are reputed to cost around $70,000 each. But Namco did have a major game in *FourTrax*, a link-together unit, each consisting of two monitors with a motorcycle-type bench seat. The game is actually a go-cart track, and the technology permitted as many players as wished to ride against one another, and by skillful play, knock one another out of the game.

Taito had a multi-monitor game also, a revival of *Darius* appropriately named *Darius II*. In this case the presentation of that familiar game is made more acceptable by virtue of the fact that the "joins" between the screens have been substantially tidied up, providing an attractive battle-in-a-fishtank appearance.

The Japanese trade meets again next year on Oct. 3-4. No one can predict the trend of that show after this year's surprises. What will happen in the Japanese market between now and then is anyone's guess. Some feel that a type of merchandising will come in, but most feel it will be regarded as gambling. The one certainty is uncertainty, at least for the video-oriented manufacturers.

They have had an excellent run, enjoying high profit levels from the game they have developed, particularly in the past year when board prices have risen painfully high. At the JAMMA cocktail party, someone noted that tickets for the party had run out at $150 apiece, which takes a lot of drinking to substantiate. Another international distributor sourly noted, "We've earned it." ☐

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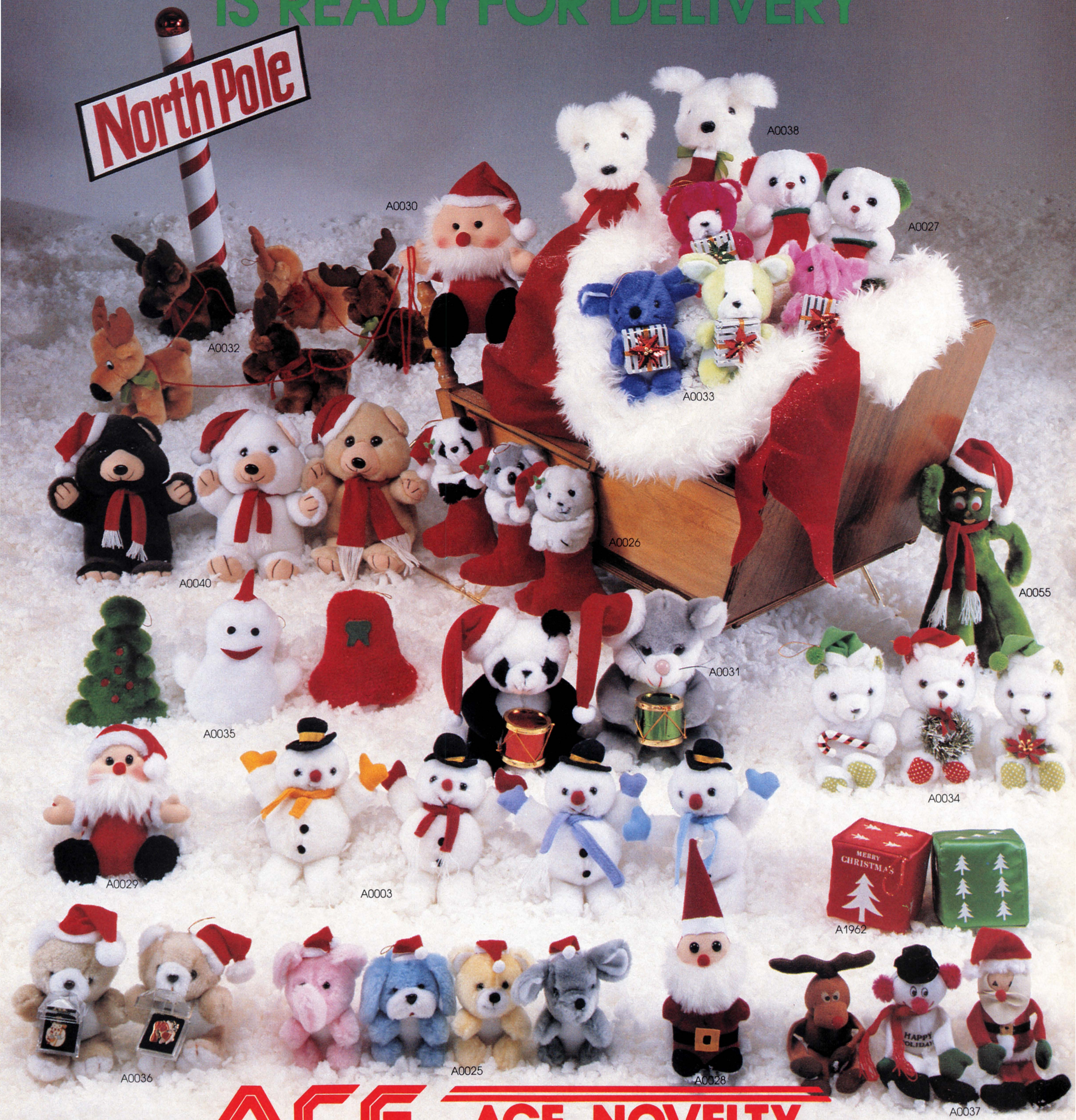
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Christopher Caire

Conquering the twin nemeses: service and security

It's a constant battle for every operator, says John Estridge of Southern Games in Nashville. A route can suffer irrepairable damage if it isn't provided and provided well, adds John Newberry Jr. of Venco Amusement Co. in Bland, Va. The "it" they're speaking of is service, the cornerstone of any successful route.

But that's only half of the equation; service's partner in this marriage is security. A location that experiences problems with game-bashing and/or quarter-skimming during the collection process would surely give poor marks on a service report card.

Besides Estridge and Newberry, we talked with R.A. Green III of Rosemary Coin Machines in Myrtle Beach, S.C., and David Goudeau of Gerald's Amusement Machines in Lafayette, La., to find out their methods for grasping this slippery nemesis.

John Estridge

This former AMOA president says his company hasn't totally worked out its service problems, but there are some methods that have become tried-and-true over the last 15-plus years.

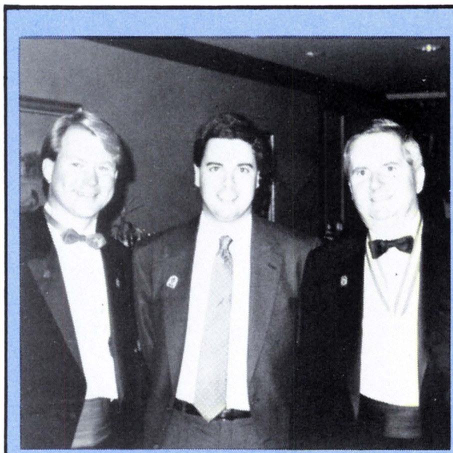
"You need to hold your service people accountable for all of the service calls and call backs that they make," Estridge explained. "It's expensive to send someone in behind a service person. You don't expect the percentage of call backs to be zero, but it shouldn't be 50 percent, either. The machine needs to be checked thoroughly the first time. If one of our servicemen goes to a location for, say, a joystick problem, he should also check the buttons, coin mechs, and so forth while he's there."

Sitting down and reviewing a service person's service activity for the week has also reduced the number of calls, Estridge said. Again, it boils down to the personnel knowing they'll be held accountable for their actions.

"But to really make it work, the service call needs to be written down and documented," he said. "We put down the symptoms observed, corrective action taken, and any parts used. We get a copy and the location gets a copy, so there aren't any disputes over what work was done. This system has been successful for us. I'd say it's reduced the cost of service by 30 to 35 percent."

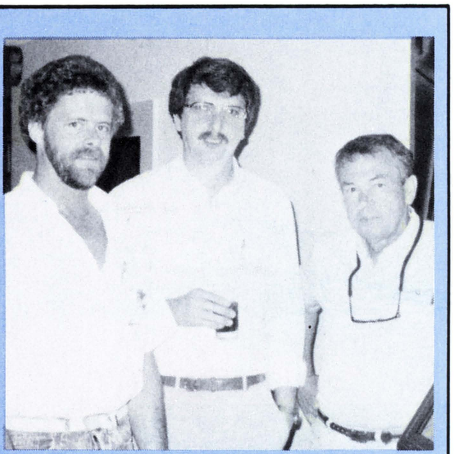
If a serviceman gets too many call backs, Estridge says, a supervisor will then enter the picture. For example, if there are three call backs to fix the monitor on the same game, then that serviceman would likely receive some special training in that area.

"Once they get over the fear of strict accountability, they like it," Estridge said.



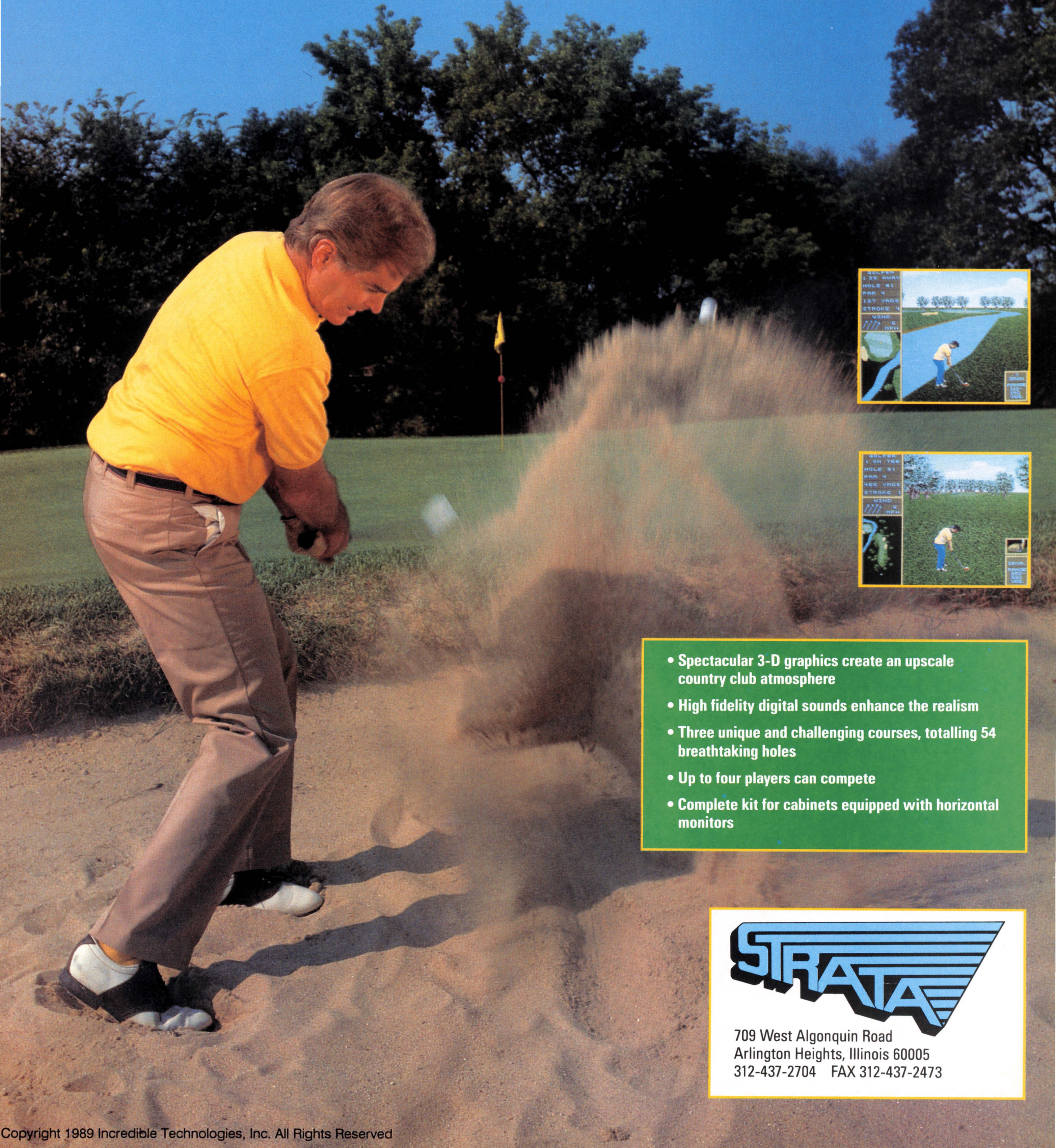
From left: R.A. Green of Rosemary Coin Machine, John Estridge, Jr. and John Estridge, Sr. of Southern Games.

David Goudeau of Gerald's Amusements and his wife Connie.



John Newberry of Venco (c) with industry friends Alan Chambers of Chambers Music (l) and Bill Bailey (r) of Tataka.

GOLDEN TEE GOLF



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“It gives us a chance to recognize those who are doing a good job and those who may need some help. Unlike some other operators, we assign people to a specific responsibility. In other words, our collectors collect. Those with more technical training do the service work.”

Joysticks, controls, coin mechs, or any parts that the player interacts with experience the most failure, Estridge said. “One game a few years back had a bad problem with the buttons sticking. They weren't equipped to take the amount of abuse handed out by the players. We've bought better-quality buttons ourselves and made wholesale changes on the games before delivering them to locations. We've also upgraded the joysticks.

“The manufacturers may need to spend a little more money on buttons,” he continued. “Operators need buttons designed to withstand two years of play, not two weeks or two months. It would reduce the costs of service for all of us.”

How important is service in terms of overall route success? “It's up there at the top; it's what separates the good company's from the also-rans,” Estridge said. “To me, quality service means responding to the problem in a reasonable amount of time and restoring the game to like-new condition after you've gotten there. I'd sum it up this way: without service, there is no business.”

As for internal game security, all Southern Games accounts get either a locking bar or an extra locking hasp on the money door (in addition to the master lock). “We use a lot of systems cabinets by Plateau,” Estridge said. “They have a feature that I like: no back door. Everything is accessible from the front, which creates easier servicing, increases the security, and makes for a stronger cabinet. I recommend that manufacturers do away with the back door entirely. They should also consider adding a hasp to them.”

Some locations receive silent alarms, such as game rooms, hotels, or others that don't have supervision 100 percent of the time. The alarm goes off in the security offices, often allowing the culprit to be captured while the crime is in progress.

Estridge has found a seemingly simple solution to the problem of collectors skimming quarters from the weekly take.

“You have to start with very honest people,” he said. “Check them out well before hiring them. We've been fortunate to have good, honest people working in collections. Beyond that, the collectors are spot-checked and all of the machines are metered. I'm a big believer in meters. They're as much to our benefit as the location's. The location gets a copy of the meter readings to know that they're getting a fair count.”

“I'd sum it up this way: without service, there is no business.”

John Newberry Jr.

Venco Amusement Co. operates five routes in rural Virginia. The system of handling service calls, then, is fairly straightforward for the five-man service staff, who “do it all” on their individual routes.

“A girl in the office takes the call and dispatches it to the route person in the area,” Newberry said. “She then checks back with him later that day or the next day to see that the call was taken care of. In key locations we'll follow up with a telephone call to make sure that everything is okay. You can't let a problem go unchecked for too long.

“Each route—say Route 3, for example—has a sheet that shows where all of the service calls were made,” Newberry continued. “If we've been back to the same location too many times in a short period, that obviously sends up a flag that something's wrong. We're in the process of putting in a computer program that will handle service evaluation better than doing it manually.”

The prized locations, he says, are also given the route man's home telephone number for weekend tribulations. If that fails, an answering service is there in the ready.

Newberry, like Estridge, most often responds to service problems caused by player abuse: jammed slots, bashed buttons, not-so-joyous joysticks, and similar destruction caused by irate, Rambo-ish quarter poppers. It's a job with little glory, but one that's critical to operator success or failure.

“You'd have to rate service high on an importance list; anybody can buy equipment,” Newberry said. “That's the asset operators are to locations. We perform the maintenance and keep the games running. If we didn't do that, the location might just as well own its own machines.”

Turning to matters of security, Venco Amusement Co. utilizes bars on all of its games. Some locations are given the keys; they take the money out, and Venco tabulates the amount on meters. Still other locations are additionally equipped with alarm systems. But despite all of the safeguards and deterrents, break-ins are obviously not 100 percent avoidable.

“If a person is bent on breaking into a machine, he's going to do it no matter what precautions we take,” Newberry said. “Probably 50 to 60 percent of our break-ins come from the inside, anyway. It wouldn't make any difference what you did to prevent it.

“As far as collectors stealing money, we do run meter readings. When a person is on vacation, someone else runs his route. Those meter readings are checked against the regular guy's readings. They'd better be pretty close to each other. But we haven't had this problem in a long time. Also, we're starting a program with our locations to weigh the money. We'll issue checks to those locations that don't want the money loose. I think it'll work out well.”

R.A. Green III

In this month's “Frank's Cranks,” Frank Seninsky says, “If you think you don't have to worry about employee theft, you're wrong.” Is it really that widespread? We chose to focus on this topic with R.A. Green. But first, some thoughts on service.

Rosemary Coin Machines has seven employees who do nothing but technical

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work. Green believes service is "one of the most important aspects to this business. Without it, you're dead." He's not just whistlin' Dixie, either: the company offers 24-hour service, 364 days a year (they take Christmas off).

"We advertise 24-hour service, but the majority of locations have to be closed by 2 a.m.," Green said. "So if a location owner has a jukebox problem at 1 a.m., for example, he takes into account the half-hour to an hour of travel time required. In those cases they usually would accept us being there first-thing in the morning. Of course, there are always those who want you to show up in five minutes. But thankfully we have a good working relationship with the majority of our accounts."

The servicemen use pagers to stay in contact with the home base. The service calls are reviewed closely to ensure productivity and efficiency, or, as Green puts it, "I look at the calls sheet a dozen times a day if I look at it once." Keeping up with the service activity, then, is done manually. Everything else at Rosemary Coin Machines is computerized, which brings us to the issue of stealing.

Green uses the executive version of The Silent Partner, Ted Furkin's popular computer software package. "We don't have a stealing problem, and I think having as good an accounting system as is available is one of the reasons why," Green said. "All of the money from each machine is kept separate, and we weigh the money on K-Tron scales. The whole process—collecting the money, weighing it, bringing it in, reviewing the meter readings, and so on—is done within a 24-hour period. It's a strong, accurate, closely-watched system of accounting."

Though the employees realize that every quarter at Rosemary Coin Machine is being carefully accounted for, Green attributes his company's no-theft status to more positive reinforcements.

"The very last thing we look for in a faulty meter reading is pilfering, be it from my employees or the location."

"The very last thing we look for in a faulty meter reading is pilfering, be it from my employees or the location," he said. "I trust them, but I have reason to. We have more of a problem with transposing a number than anything else, or some kid at the corner location who's found a way to extract a few quarters from the machine.

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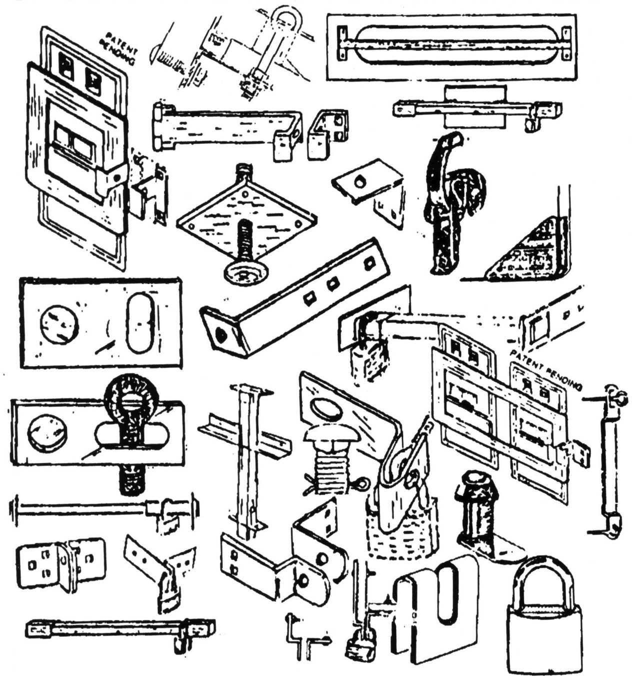

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pay,'' Green concluded. ''If you don't pay a man what he's worth, then sure, he might be tempted to steal from you. But luckily I don't have that problem.''

David Goudeau

Our last operator is David Goudeau of Gerald's Amusement Machines in Lafayette, the heart of Louisiana prairie Cajun country. His service staff of eight covers a 70-mile, seven-parish (county) expanse; their system is not elaborate, but effective.

''As far as service calls go, our answering service picks them up and dispatches them accordingly,'' he said. ''If I have a man out 30 miles from the shop, he can be reached on his beeper. All of our men have to wear beepers and check with the answering service from their furthest point out, before heading back in.

''We don't use two-way radios for a couple of reasons,'' Goudeau continued. ''First, they're a major expense. Second, I'm covering a large enough area where I have trucks that overlap each other. If we were operating in a higly-concentrated area, say Chicago or even New Orleans, then it would be smart to use a two-way radio system. It doesn't make as much sense in a rural area. Either way, we don't have a problem with missing service calls.''

Of the eight-man service staff, six collect and do minor repair work. If they can't fix a problem at the location or are unable to diagnose it, one of the other two full-time technicians are enlisted. Goudeau estimates that 75 percent of the time the collector can solve the problem through a telephone conversation with the technician. Otherwise, the game will be brought in to the shop, or the technician will gather the necessary tools and head over to the location.

While Gerald's Amusement Games doesn't have a structured evaluation procedure, Goudeau says the company does take note of repetitious calls on a weekly basis. ''Let's say we went to Don's Place three times in one week for a pinball machine,'' he said. ''If the problem each time was a stuck ball, my next move is to say, 'We'll make one more call over there, but that ball will not be stuck again. Don't come back until you tell me that ball has been fixed.'''

In a perfect world, each location would receive equal service from the operator, no matter how far away or how much money it took in. But reality doesn't operate that way.

''I'm just like any other operator; the cashbox dictates what, when, and why you're going to do something,'' Goudeau said. ''It's not because I like or dislike Bennigan's in Lafayette that I rotate games once a week or once a month. I have to go by what the cashbox dictates.

''If a location in a small town, for example, only does $60 a month and I'm always going out there for service calls, I'm going

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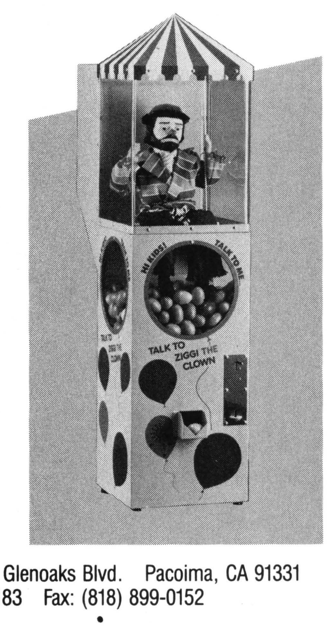

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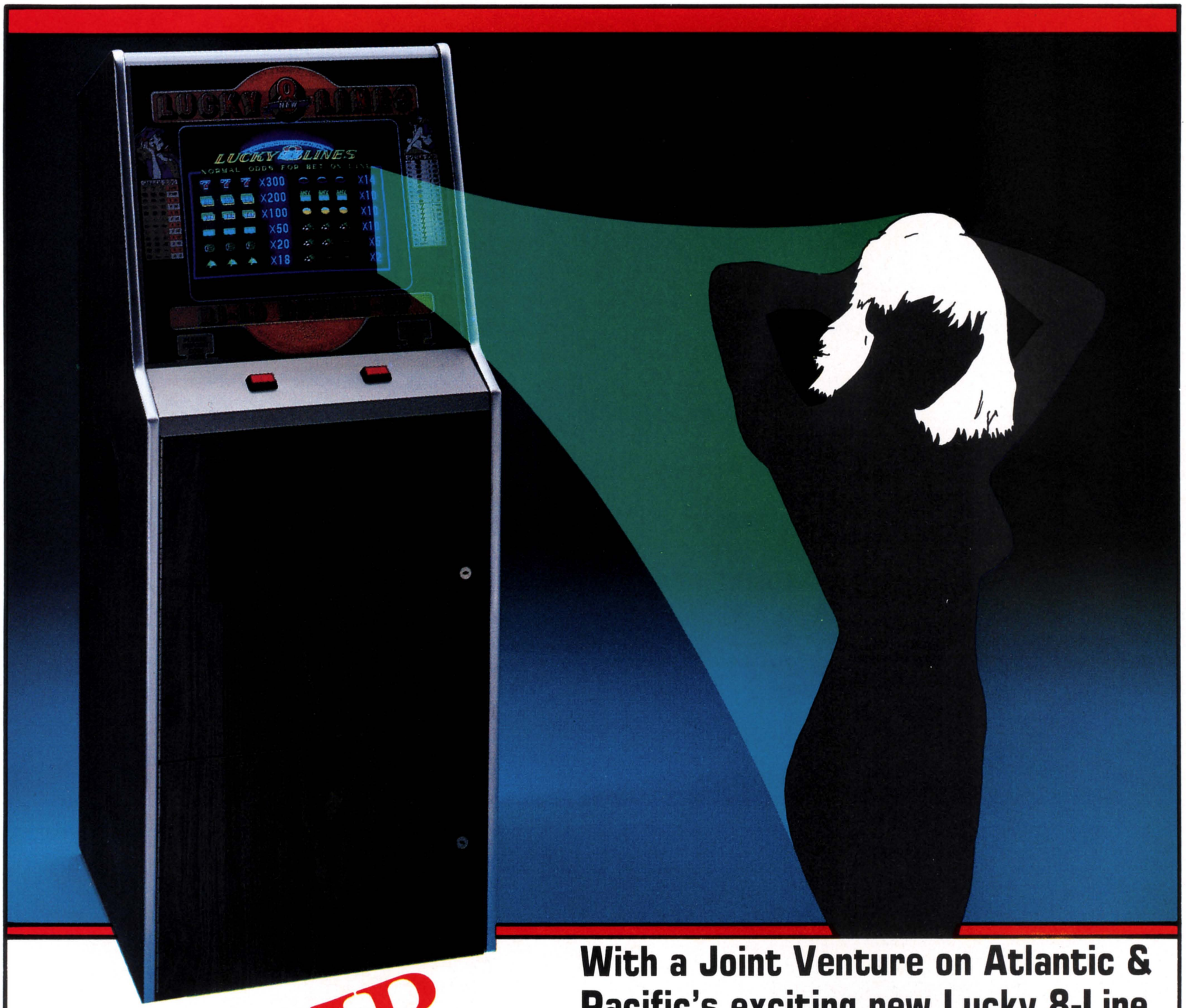

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to punt that location. But I'll be happy to collect twice a week and make a service call if the location brings in enough money to justify it. There's a Mr. Gatti (restaurant) in Eunice that I do that with. If it was the only location in town I'd still travel out there, because the account is that good.''

''If you just get somebody in there to count money and disappear, your location will be susceptible to another guy coming in and taking it from you.''

Goudeau, like his colleagues, has strong opinions on the importance of good service and the harm that poor service brings.

''The other day a guy asked me why I thought my equipment was better than what he could buy for his location,'' Goudeau recalled. ''I told him that mine wasn't any better than what he or anybody else could buy. Anyone can buy new equipment and put it anywhere. It's what you do afterwards that counts. You need to make that location dependent on you for service. If you can't keep that jukebox going while the bar room is full, you're sunk. It doesn't matter how many new jukeboxes you buy. You have to keep equipment up and running. My major enemy is down time.''

Goudeau believes in keeping the same man on the same route in order to build customer relations. ''If you just get somebody in there to count money and disappear, your location will be susceptible to another guy coming in and taking it from you,'' he pointed out. ''If I come in there and am not only friendly but give you good, quality work, you and I are going to be partners for a long time.''

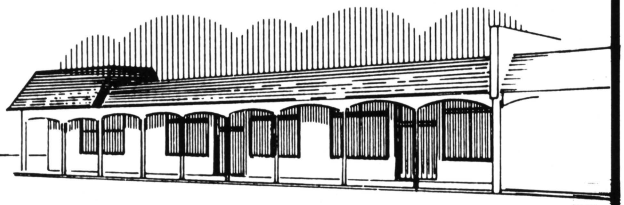
As for security, Gerald's Amusement Machines uses some lock bars that go all the way around the machine; other smaller ones go underneath the master lock and incorporate the padlock.

''Vandalism is always going to be a problem, though things haven't been too bad lately,'' Goudeau said. ''Even with lock bars, we don't fool with locations that aren't supervised; they aren't bullet-proof. We don't use alarm systems, but in some locations where break-ins were happening once a day, we went to a video monitor system. All of a sudden the vandalism stopped in one location, which makes me believe it was inside work. We also use the video monitors for accounts with good cash flow, like bowling alleys.''

To combat collectors with sticky fingers, Goudeau utilizes meter readings for chain accounts such as Wal-Mart and Pizza Hut. But 75 percent of the time, in the street accounts without meter readings, the company relies on a dual-signature program.

''Before opening the machine, the collector has to make somebody at the location aware of who they are and what they are there for,'' he said. ''If the location person wants to watch the collection process, fine; that's up to them. The money is counted and placed in sacks. Then before he leaves, both the collector and the location person signs the ticket saying exactly how much was in the machine. The location either gets half the money there, or we take 100 percent of it and mail them a check for their half.''

The company has had few internal stealing problems, he says, partly because of the miniscule turnover rate. ''I've got guys who've been here between six and 20 years,'' Goudeau concluded. ''We've got three brothers who work here, my father owns the place, and my mother is one of the secretaries. If we had 40 or 50 employees, then I'd probably have polygraph tests every six months—the whole nine yards. But we're a family-type operation. If you can't trust your family not to steal from you, who can you trust?'' ☐



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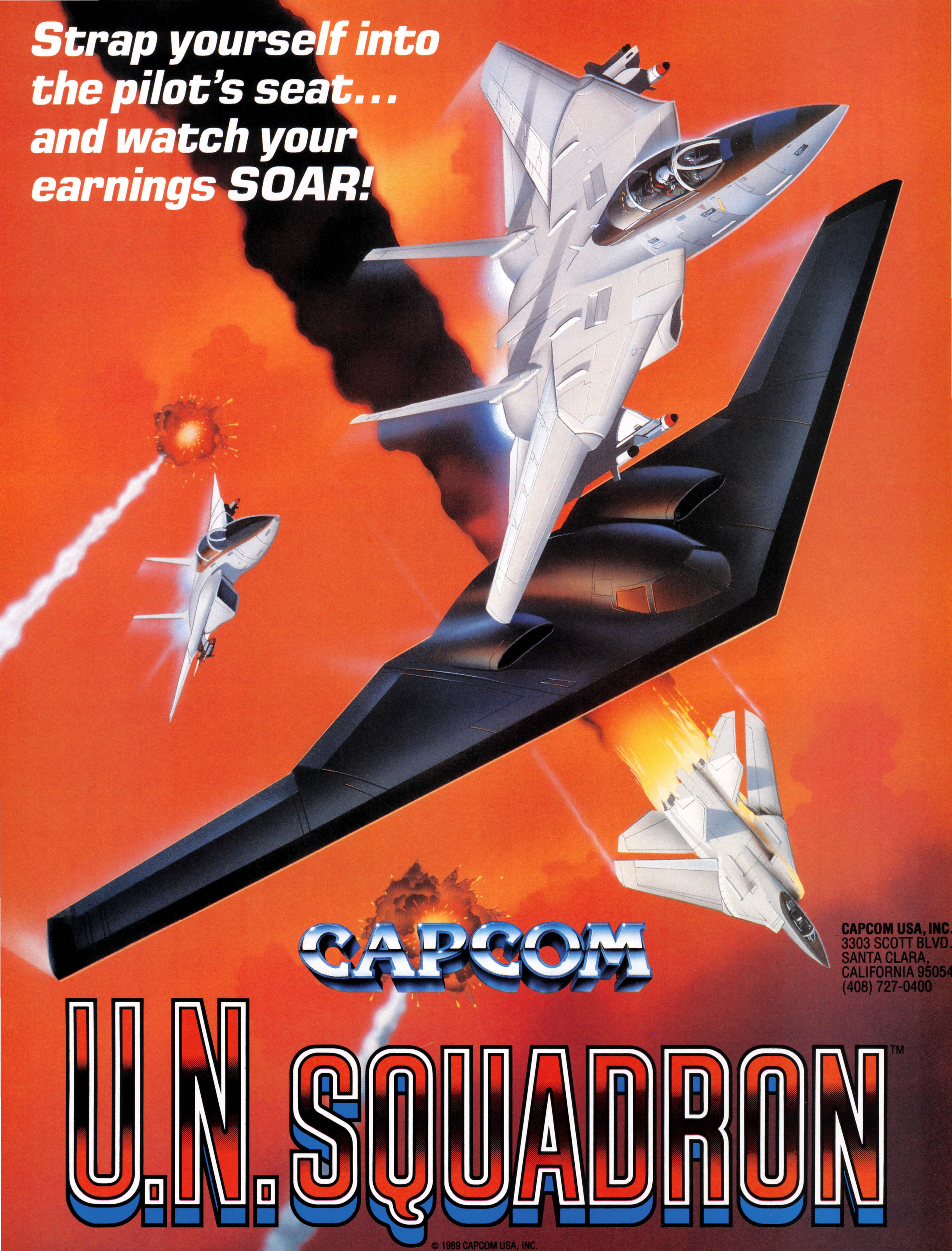
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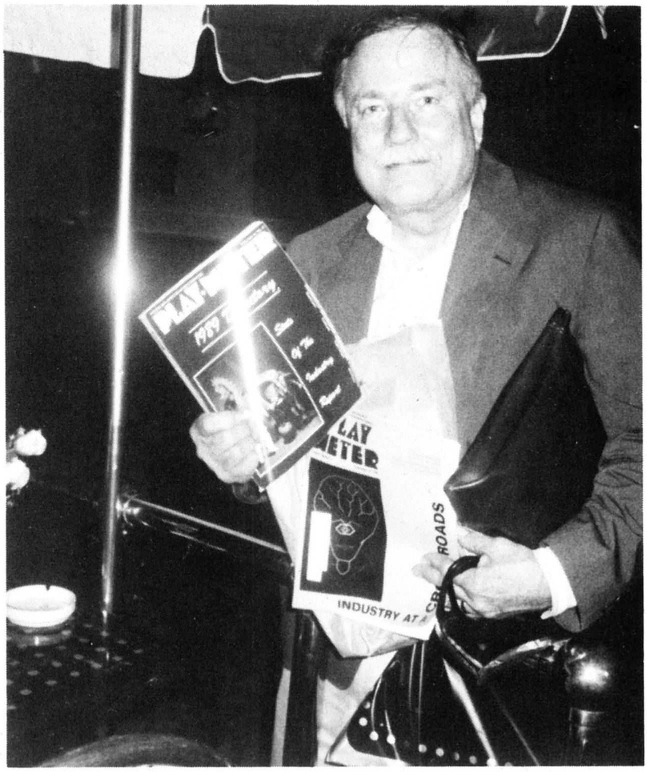
Elvira, Monday Night Football, Police Force, and *Bone Busters* may have been the hit pinballs at the recent AMOA show, but games like *Mibbs, Yanks, Cross-Line, Nip-It, Temptation, Majorettes, Screw Ball, Colors,* and *Who's Goofy* were the attractions at the Pinball Expo.

The Pinball Expo, held in Chicago on Sept. 29-30, drew nearly 400 pinball players, collectors, manufacturers, and enthusiasts from all over the country. They were treated to seminars, a pinball playoff, exhibits of old and not-so-old pinball machines, and a tour through the Premier factory during the two-day event.

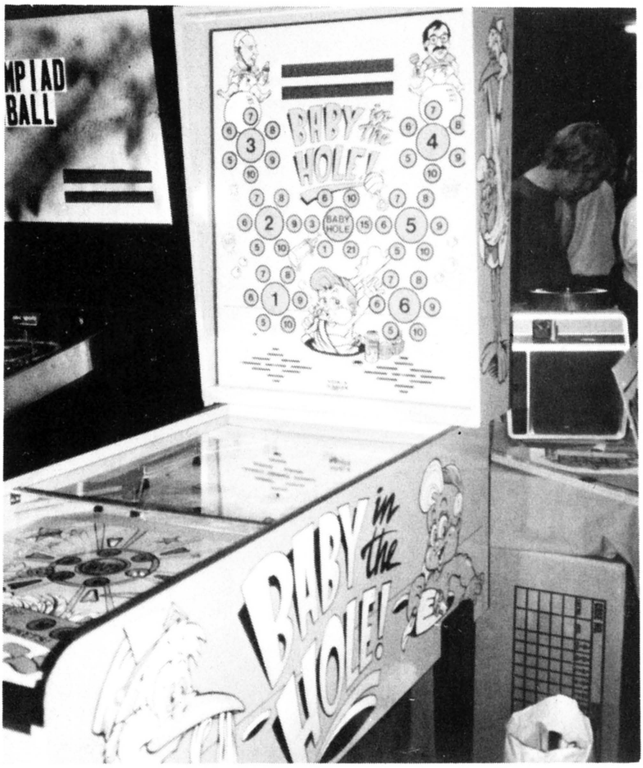
One highlight of the seminar program was Robert Froom, son of the first man to ask people to pay-to-play the first whiffle game, later called marble boards and pinball machines. He owns one of the first ones built and proudly displayed it during his speech. His father, Earl Froom, was an electrical equipment salesman who ran into Art Paulin in a drug store. Paulin, a carpenter, had a machine tucked under his arm that he had made for his daughter. She had great fun shooting marbles with her finger and trying to get them into holes. Paulin had added a few nails here and there to make it more challenging.

Froom studied the machine and suggested a coin slot so people could insert a coin and play a game. Though Paulin was sure no one would want to do that, he let Froom try it. He covered the game with glass and added a coin acceptor and a plunger to shoot the marbles. Along with another partner, Myrl Park, the men installed it in a store. The first day the game collected 52 nickels.

They all decided to go into the business of operating the games. Each borrowed $300 to buy materials and set up shop in a shack. The first 10 whiffle games took in $100 a day and Automatic Industries of



Richard Bueschel, who wrote a book on pinball and has plans for a second, bought some old issues of Play Meter from one enterprising exhibitor!



Harvey Heiss saw his dream come true this year.

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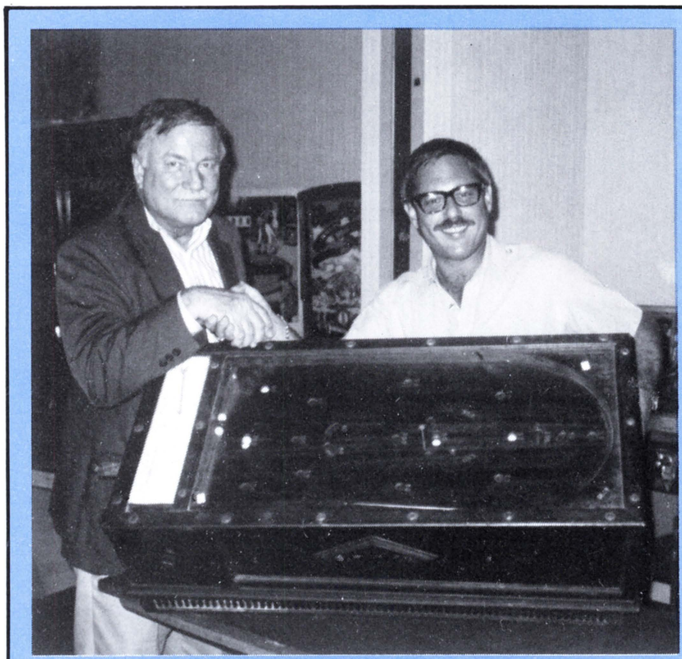
Youngstown was born. The game soon had a king pin, was enlarged, and legs were added.

Lowell Thomas, reporting the news on the radio, mentioned that "in this deep depression, the only company in America making money is in Youngstown, Ohio, where Automatic Industries is turning out whiffle boards."

Pinball Expo offered more seminars, including "Designing a Pinball" by Joe Kaminkow, Ed Cebula, and Gary Stern; and "A Collector and Beyond" by Marc Fellman. Another seminar featured the editors of Canadian Coin Box, Play Meter, Vending Times, and the editor of a book on pinball. Although the three trades write to the industry, the questions and comments from players were eye-opening. This panel discussion was moderated by AMOA president Clyde Knupp, who said, "Listening to the comments and questions from the players was really interesting." AMOA is forming a pinball promotion committee to promote pinball much as it has done with the jukebox.

A tour through the Premier factory


Alan Yaffe (r) thanks Richard Bueschel for helping him decide to buy this old whiffle game.

At the Premier factory are Richard Bueschel, Valerie Cognevich, Clyde Knupp, and his wife Diane.

Sam Harvey *really* wanted this backglass but gave it up to another collector, who needed it to complete a game.

L-r: Alan Yaffe (an attorney and pinball buff from Texas), Richard Bueschel, and Mr. and Mrs. Marc Fellman.

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TOLL-FREE 1-800-338-0336 • FAX: 213-329-6134 made people aware of the investment involved in producing a new pinball machine. The tour guides advised the attendees that it costs approximately $2.5 million to get a new pinball into production. ''I had no idea of the investment involved,'' exclaimed one operator during the tour.

Pinball enthusiasts were able to see some of these early whiffle machines on the exhibit floor along with many other early memorabilia and games. Some just enjoyed reminiscing about pinball of old, while others came with checkbooks in hand to purchase one or more to add to their collections. There were also operators looking to sell some of their older pinball machines. In fact, one operator came with a collection of games mainly to exhibit to help show organizer Rob Berk. Said Berk, ''By Saturday he had sold everything he brought!''

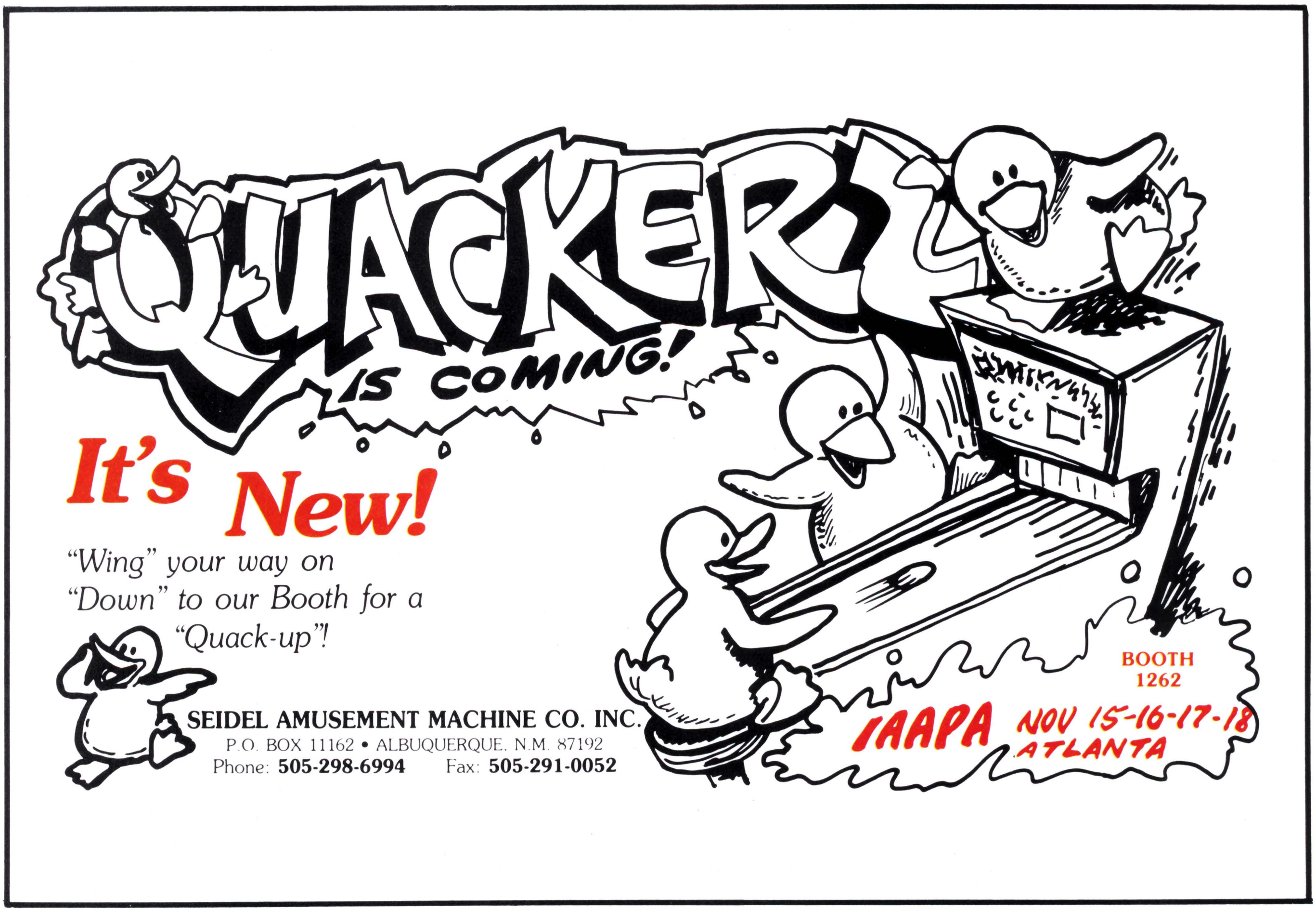
One game that hasn't been seen before was designed by Harvey Heiss, who retired from the industry in 1954. There is an interesting story behind the game, *Baby in the Hole.* In 1985 Williams' Steve Kordek was instrumental in helping Rob Berk get his Pinball expo off the ground. Steve invited Harvey, who was the head designer at Genco for many years, to the show. Harvey was so overwhelmed at the response he received from pinball players that he was inspired to design a game. It was based on a roll-down game he had designed years ago. He brought the game to the show the next year, but it was in very rough form without any electronics.

This year Joe Kaminkow of Data East told Rob he wanted to help bring Harvey's dream to reality. So with the help of Data East, the game was built and brought to the show—much to the surprise of Harvey. Clyde Knupp presented a plaque of appreciation to Harvey at the banquet.

Wayne Neyens, who was with Gottlieb for over 40 years, was also honored at the banquet.

Said Berk, ''Each year we are amazed at the participation and attendance. The players that come are so excited about meeting the designers and even ask for their autographs! We are already making plans for next year's show.'' Rob also wanted to thank his right-hand man for his help in putting the program together, Mike Pacak, the director of operations at Fun N' Games.

The pinball tournament, called Flip Out '89, went well into the early morning hours the first day and ended late in the afternoon on the second day. Walking away with top honors in the player's category was Dave Hegge. In the manufacturer's category the winner was Larry DeMar of Williams. The two cham-



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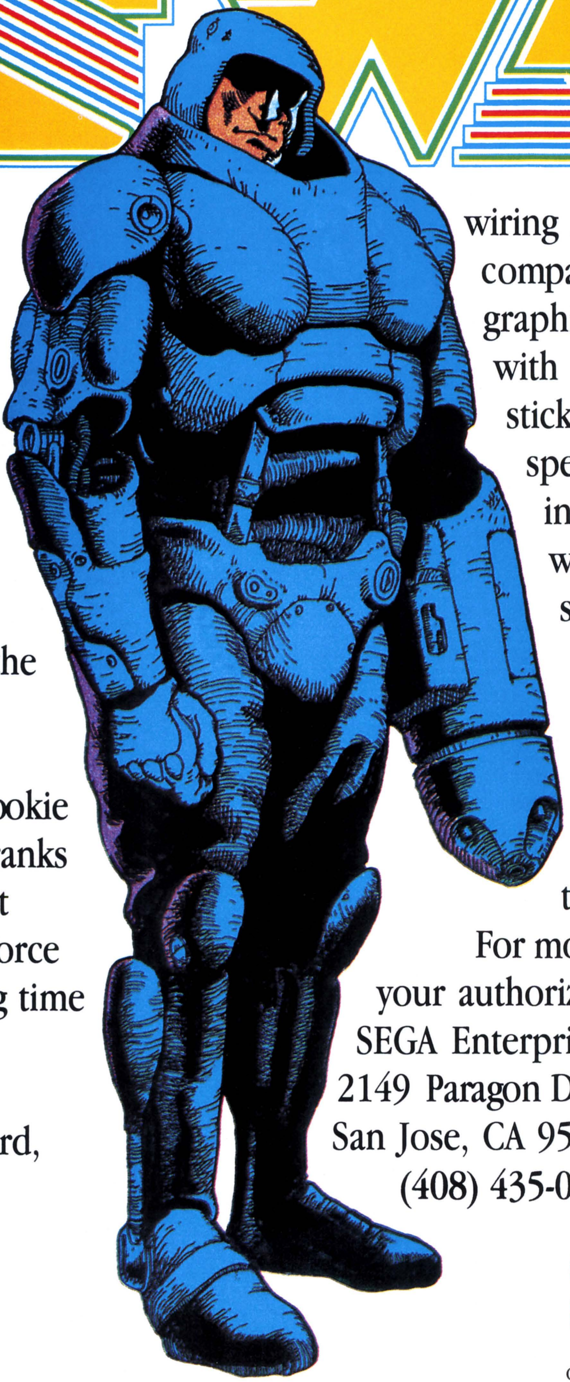

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pions played, and DeMar emerged the final winner.

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Operators can obtain posters about the show from Berk on request, and we strongly suggest that they make use of them prior to the next show. It will be held at the Holiday Inn in Chicago on Nov. 9-10, 1990. It will be one you won't want to miss. For more information, call Rob Berk at (216) 369-1192. ☐

Premier's Adolf Seitz leading a group on a factory tour.

Pinball enthusiasts wore vintage T-shirts like this *Humpty Dumpty* one worn by Dottie Barnes of Austin Game Service.

Gil Pollock (l) prepares to begin the factory tour. He's here with Tim Wolfe, who will be writing for Play Meter magazine from a players point of view.

Just a small sample of the games that were offered to collectors.

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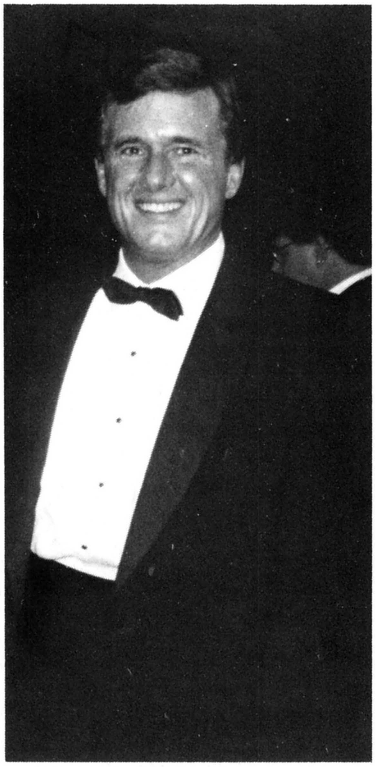

Jim Hayes of Gem Music Co. in Dayton, Ohio, is a third generation coin-opper. Although his grandfather and father had devoted their careers to the coin-op industry, Jim was never interested in making it his career. He didn't work for his dad during summers or holidays like so many other second and third generations did. Jim graduated from college with a marketing degree and began his own career, far removed from the coin-op industry. His brother, who didn't follow in dad's footsteps either, is now an attorney in Chicago.

Twenty years ago, Jim was in pharmaceutical sales and got frustrated working for a large corporation. His mother urged him to make his own destiny in the family business. That's when he started thinking seriously about it. Jim explains that before committing himself completely, he took a two-week vacation from his regular job to see if he was going to like it. Obviously, he does. Jim has been very active, not only with his own company but also in the state and national associations.

During that two weeks when you were deciding whether to join the company, what thoughts ran through your mind?

For one thing, my father ran one hell of a business. It had a great reputation and a terrific service department. A couple of distributors sat me down and told me that they wanted to explain about my father's business. They really opened my eyes as to what kind of reputation my father had. But my dad had no marketing.

Was marketing a strength you brought to the business?

Definitely. I graduated with a marketing degree, so that was my expertise. I was doing marketing with the pharmaceutical supplies, making presentations, and talking to advertising people.

How did you feel about the coin-op business while you were growing up?

I remember how hard my dad worked. He was a self-educated man, but he could talk with any attorney at any time. He just made himself. He passed that on to his employees. We still have employees that have been here over 20 years. I think I had a bad impression of the business growing up. My dad put in a lot of hours. Also, there were a lot of inner city bars that he had to deal with.

He was also dealing with people that had no loyalty. If their brother bought a jukebox at a garage sale, my dad would be kicked out of the location. There were no such things as location contracts. I don't

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think they even thought of it in those days. There were big companies coming in, and they were floating a lot of money. My dad wasn't used to that. Thank God he ran a good business and was able to rise above the obstacles.

Did your friends make snide remarks about your dad being an operator?

Oh yes, but I knew my dad so I took it as kidding. I never got any serious comments until I got in the business! We didn't live king of the hill, but we did live very nice. I got a good education and my brother went through law school because of what my dad got in his business. I could see that part of it also.

What about your kids?

I've got one that's 12 who knows what he's going to do. Right now he wants to be a paleontologist. My older boys—who are now 23 and 24—have both worked up here in the summer.

None of them have expressed an interest in coming into the business?

No, not right now. Brendan is a student majoring in psychology, and John is thinking about going to law school. I have never talked about this to my boys, but one of the reasons I felt my experience outside of the business was terrific was that I brought a whole different aspect into it. It might be old fashioned thinking, since all of the businesses have grown up. But working for someone else can give you a keen insight into being the boss, though it depends on how you use it. You see guys that have gone through three or four managers in the major leagues, yet they are still lousy managers themselves.

You mentioned that your dad lacked marketing in his business before you joined the company. How important do you feel marketing is for the industry in general?

We are still behind the times. I'm working right now on the jukebox promotion committee. I'm also finishing up a project with the Miller Beer people. Their marketing people said that we are like the last bastion out there. We have all of this exposure and many prime accounts. As the liquor and cigarette industries have more and more problems advertising, they are looking at ways to market themselves. We are right there at the point of sale, and they feel we are really undermarketed.

Of course, manufacturers are starting to do more marketing. There was always a smattering of it. Bally at one time had a game that was tied in with a beer company. Now we see another company doing some things with Coors Beer. We are doing a jukebox promotion with Miller. I see a lot more of it coming around.

Do you see the associations getting involved in marketing the industry?

Yes, I see it happening; they are working toward it. I know that it's one of John Schumacher's goals since coming on board as executive vice president. John's only been with AMOA a few months, but I've already seen some proposals he's been working on. He came from the Wrigley Company, so he is very attuned to marketing strategies. At the last meeting, the board gave direction to form a pinball committee. There have been some preliminary meetings; they want to do something similar to what we are doing with jukeboxes and darts. In turn, I think that committe will be looking to work with a major company to provide advertising money. We'll provide the point-of-sale exposure at our end.

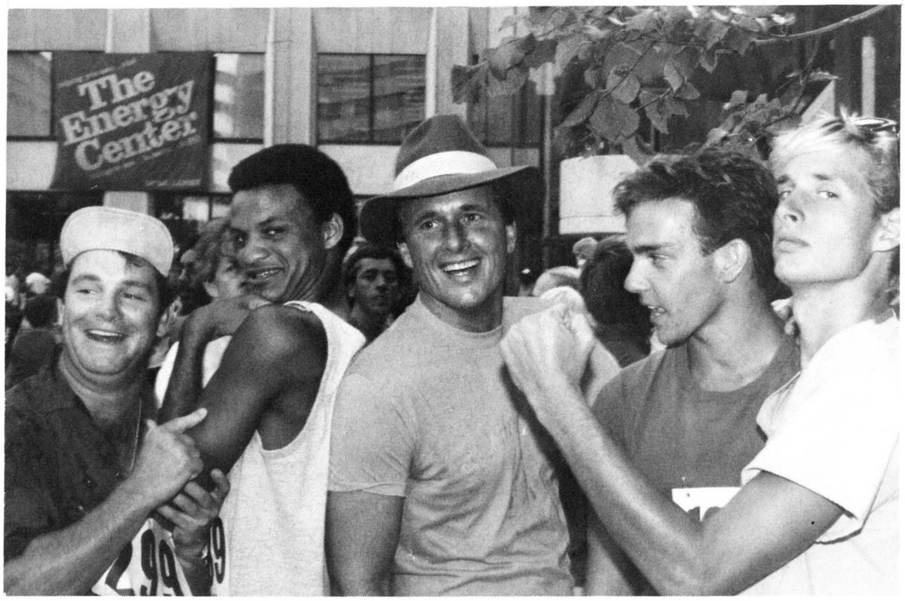
Is video a major portion of your business?

Video is something that we have never emphasized because all of our game rooms are attached to something else. They are all 25 pieces or under. We have a number of them at the airport, two universities, pizza chains, and places of that nature. Video is actually about 40 percent of our business in total numbers. It surprised me that it was that heavy, what with all of the emphasis that we put on darts and music. Although it's 40 percent in number, it represents only 30 percent of my sales.

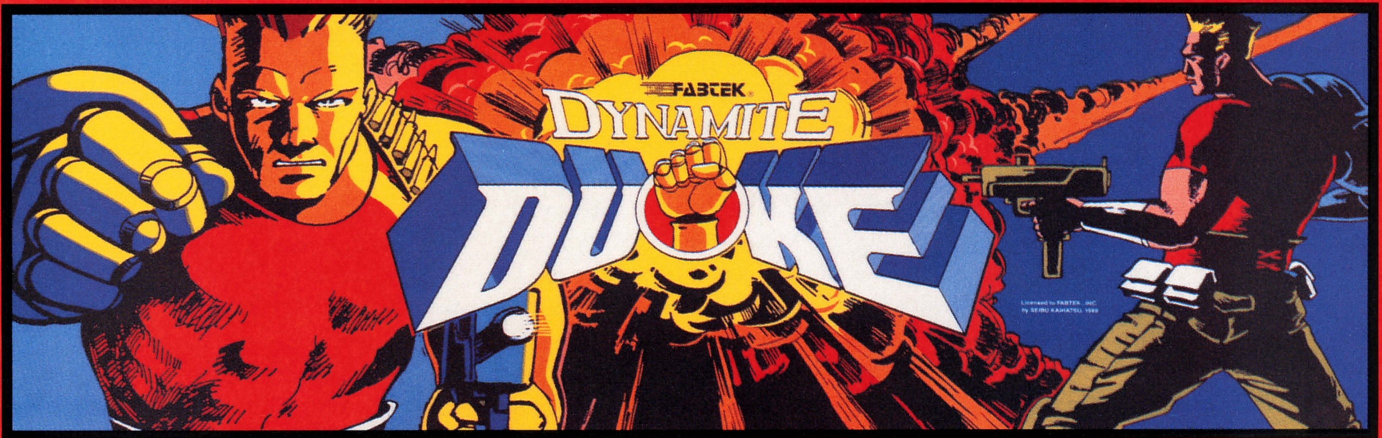
Did your route get heavier into video in the early 1980s?

It was heavy then because we were dealing with a Godfather Pizza chain that has

Chatting with Willie Nelson at a benefit held in Dayton.



Jim with Brendan (r) and some of his friends.



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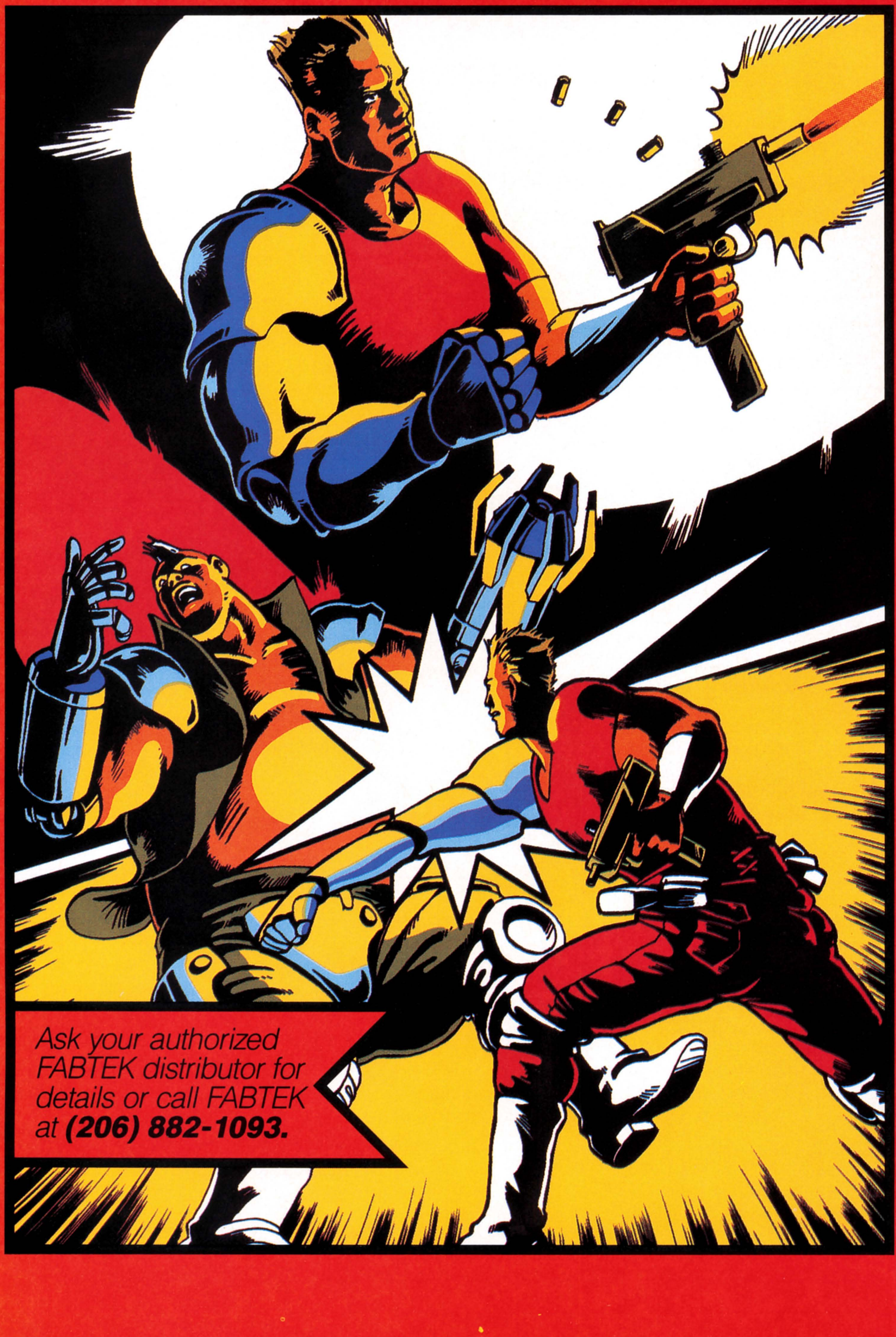

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SEIBU KAIHATSU 1989

since gone out of business. There were 30 stores, and we had three or four in each one. We also had some convenience stores that didn't turn out to be too profitable. We are mainly a street operator in the liquor license establishments; there were one or two videos in each of those locations. So if you multiply it out and add it to the accounts we went after that were heavy into video, it would total up to a lot of video games.

How do you feel about the games that are out now?

I think there have been some really good releases this fall. *Golden Axe* is a terrific kit. We are doing very well with *Bottom of the Ninth* and *Arch Rivals*. We don't have any *Hard Drivins'* because they don't fit into even our best spots, but those that have them find the return on investment very good.

There's been a lot of talk about home games hurting the coin-op video market. What do you think?

First of all, I have not seen any concrete facts on either side. I think everyone has an opinion, and that's just what it is, an opinion. I don't think they are hurting us. I can justify it by saying that our videos really dropped a couple of months prior to the home games. I see a big comeback for videos, and home video games keep increasing as well.

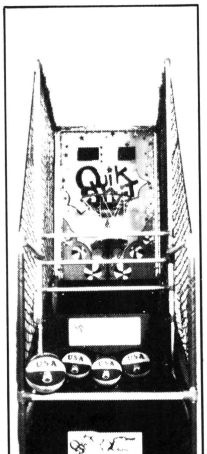
So I don't think it's home videos. We'll have a good fall if we keep having good equipment. At the same time, home videos will keep getting stronger, especially around Christmas season.

> *"Jukeboxes are the driving force in many of the locations where we have darts and pool tables."*

Do you think they are helping by creating an awareness of games?

Not anymore; I'm sure everyone is aware, especially after we got all of that publicity in the early '80s. I just hope that history will recognize what we did for the youth of America, that is, taking them into the computer age. We made the computer age fun for them. I hope 50 years from now, we'll be recognized as an industry that did a lot. The drop in video games reflects on the whole entertainment market. I think what killed us this summer was *Batman* and all the million-dollar movies that were out there. If you ever went back and looked at statistics when we were hot, you'd see we were killing the record and movie industry. There are only so many entertainment dollars the American public will spend; whoever has the biggest hit will grab them.

Let's face it, we have not been very innovative. I often hear the outcry that the karate and war games have worn thin. Innovative sports games like *Quarterback, Capcom Bowling*, and *World Series* are all doing very well. I think one thing we have never solved since the early days of video



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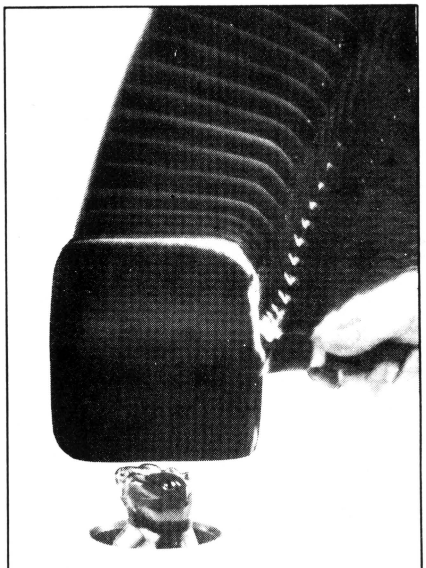

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is the manufacturers not sending the people that develop the games out into the field to find out what's needed. They are tied up in their labs and come up with neat and innovative ideas, but I don't think they go out into the bars and taverns enough to find out what the people want. That's a basic part of marketing—satisfying what the people want.

I know you're very involved in the jukebox promotion committee. Are they a big part of your business?

Yes, in two ways. If you look at actual numbers it's about 18 percent of our business and about 25 percent of the dollars. However, jukeboxes are the driving force in many of the locations where we have darts and pool tables. We lost market share over the years to disc jockeys, but it's coming back.

Is it coming back because of CDs?

We are starting to replace disc jockeys with CDs. We have gone into some places that wouldn't have been possible before, and I see more coming. A big part of it is the increased pricing that's possible with CDs.

How do you feel about 45s?

They are gone. There is no doubt in my mind. I would never buy another 45 rpm jukebox.

You talk to many operators in your work with AMOA. Is this the general consensus?

I'm shocked that it isn't. I could tell you about some very big operators that are still buying 45s. If they buy CDs at all, it's in the form of combo boxes, which I feel are a poor substitute. It still basically revolves around the 45, even though CD sales are huge. I think manufacturers are shocked to be selling as many 45 jukeboxes as they are. The headline story in *Billboard* this week concerns WEA, one of the larger record companies, which will stop offering 45s to its customers. Anyone who reads that magazine has seen it coming. Everyone should have known that when record companies stopped giving 45s to the radio stations, it was the last reason they had to produce 45s.

Will you replace all of your 45s with CDs, or will there always be locations where you'll keep a 45 rpm jukebox?

It will depend on the availability of the 45s. Once the manufacturers stop producing them I'm positive there will be private companies going into the production of 45s, but they will only be licensing what they think will be hits. They won't be licensing everything that is released. So we'll see groups that will have to have several hits before they are released on 45s. No one will want to take a shot with them at first. It is a risk. Take the group Boy Meets Girl. The first song they had out was a terrific hit, but the second one was only so-so. We would probably have only gotten the second one. The company would have passed on the first one because it was a new group. We will be very much controlled by whoever makes these decisions, and the cost will probably be much higher.

Someone said you were a big advocate of 50-cent play on pinball.

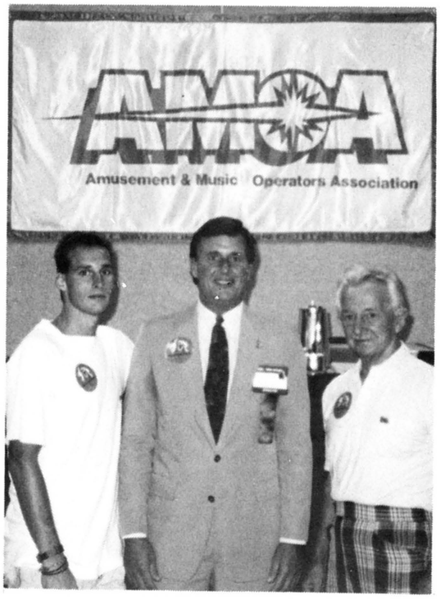
I used to hate pinballs. We made a conscious effort to try and get pinballs off of our route. Pinballs are 10 percent of our moves, 18 percent of our service calls, nine percent of the number of games on our route, and six percent of the dollars generated. But that was the old Jim Hayes.

What about the new Jim Hayes?

One of our distributors had a pinball with a dollar bill acceptor. He asked what I thought about it and I said let's try it. Let me go back a second to the 45s. One thing operators have to do is ask. There are only two things the location can say: yes or no. If it's no, then they are no better or worse off than if they had gone the old way. You would be shocked at how often the location will go along with you if you ask properly and have the backup material to go along with why you should do this.

So I'm not afraid to ask. I went to one of my pinball customers and explained that I had a pinball that would not take quarters, only dollar bills. They had to play three times or have three players if we had it set on three plays for a dollar. The location owner said let's try it. Well, it was a very good game and it started out at about $120, which is normally what a new pinball will do in that location. But instead of staying there and dropping off, it went up before it began to drop. So we tried something new and it worked.

I'm excited about what Richard Hawkins and Gil Pollock are going to come up with when they start this pinball promotion committee. Everything Richard has done has turned out well. They want to make the pinball machine more profitable for the operator.



Jim at AMOA Expo '89 with son Brendan and father Harold.

How well are darts and pool doing for you?

Pool is doing very well. We are naturally limited because of the size and the number of locations we can promote them in. In this area we have a unique situation.

Dayton at one time was a very heavy blue collar manufacturing community. We are the second largest General Motors town. We also have all of NCR's manufacturing done here. But it has reversed itself and become quite high-tech and white collar because of all the research done here.

But we still have a blue collar image in the bars. The pool table in this area is still perceived as something that will enable people to hit each other over the head with cue sticks. We have been able to get into some white collar bars, but it's been slow.

Have leagues helped you promote your pool table and dart locations?

It has helped us tremendously by securing locations that we couldn't have gotten otherwise. It is absolutely worth the effort. I don't lie to anyone; it does take a lot of time to get started. It's hard to sell it. I have preached to friends here in Ohio, but I'm not a very good teacher. That's a bad excuse.

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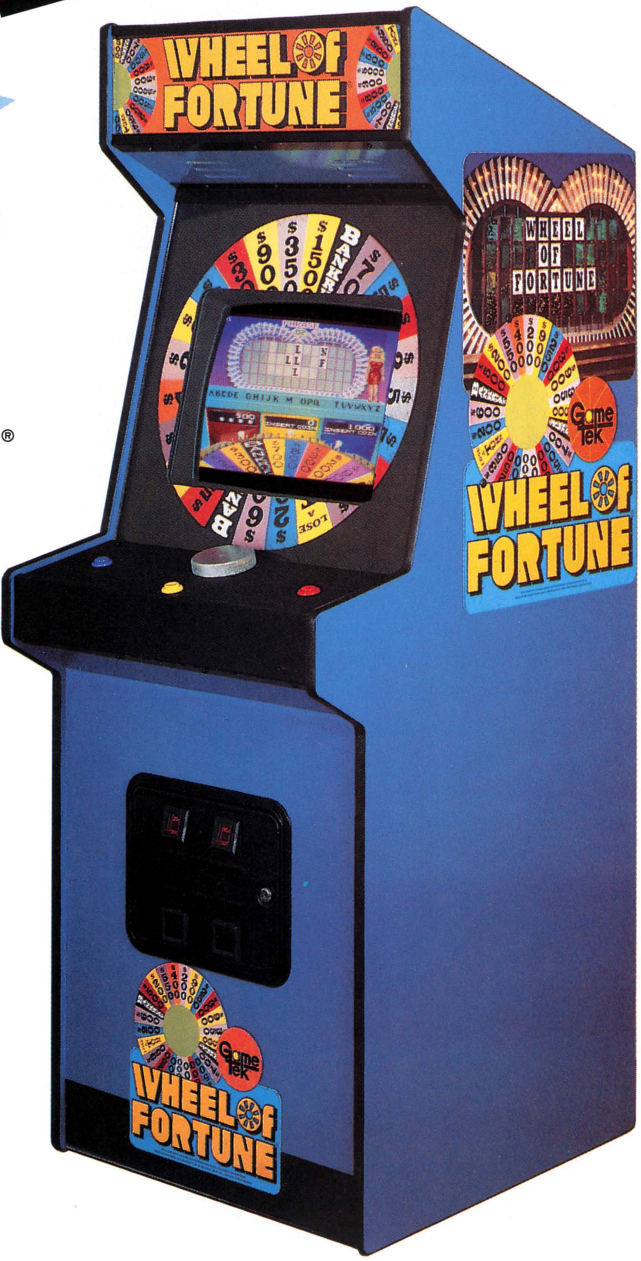
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Taking a trip down memory lane with Jim (r), his parents Dorothy and Harold, and brother Dale.

If we could only sell the value of leagues to these companies, they would find the time. It's a common excuse to say they don't have the time, but if they could only see the value. It's not just the pool table income. There's also the location retention factor and the bringing up of income on other equipment. It's a whole package.

If an operator hasn't perceived the value to his company, he won't be able to show the value to the location. With the liquor laws becoming stronger and people being more conscious of what they are drinking, taverns are looking more and more for ways to bring in traffic. The reason for growth in our league program is twofold. I give credit to Paul Humble, who is in charge of our league program and has turned things around. There's also the traffic being generated by the leagues. Our leagues have gone from 165 to over 220, and we don't even have all of them in yet.

What about poker machines in Ohio?

Poker machines are illegal here. They still have them, but it's mostly people working out of their garages. They have them being confiscated here in Ohio. As far as general operators go, not many operate them. The history of this is that there was a big drive to get them out of the state. The Ohio operators association took the proper track and decided to help the state fight the poker games. They were illegal, but they had to be proven illegal. Because of working with the attorney general's office on this, a very strong working relationship was formed with the them and the liquor department. They routinely come to our meetings and brief us on what is happening. They took a whole other look at us at from that time on.

I know AMOA has been working on model legislation for various states. Is Ohio trying to have them legalized?

It's come up. As a matter of fact we went around and held regional meetings to discuss it. We explained it to them and wanted to get feedback. Basically, the word is for the association to look into it and keep our options open.

When did you get involved in AMOA?

My dad didn't really go to the AMOA shows before I started working at the company. We joined so we could get into the show for free! That was a long time ago. I remember the first show we went to together; we walked in the door and a hockey puck went flying past us. We watched an air hockey table crowded with people playing and got enthusiastic over it. We went to our distributor right away and put the first air hockey table in the university; people lined up to play. Then it wasn't too hard to talk dad into going back the next year.

I remember Chuck Farmer asked me to be on the board of an association that Don Van Brackle was getting together. I went to a meeting in a hotel room with people I never met, but from there I got more involved with the state association and then the AMOA.

Do you feel there is a need for distributors in this industry?

I know you're looking for these great words of wisdom, but I honestly don't know. I can tell you what Bill Kraft says to me, but it would have to be off the record! Our operation is not very big compared to some really big operators, but we are a medium-sized operation. I think the average is still the "mom and pop" operations. For them the distributors are very necessary. They are also necessary for me, too. They serve as a buffer for buying games. They also give good advice.

We have put ourselves in a position where we don't need them financially. Ninety-five percent of the time we don't need them for service, and most of the time we don't need them for parts. But it's crucial when we do need them. We might need something right now. They are necessary for most operators in the video and pinball industry. As far as jukeboxes are concerned, I would never try to buy direct. One manufacturer sells direct as part of his way of marketing, but I would never try to buy around my distributors because I have too much respect for them.

I'm not trying to downplay their role. But the video game manufacturers are selling direct to the big chains.

Have you ever wondered what the industry will be like in the future?

Not in any studious way, but I have contemplated it. I think the "mom and pop" operator will always be there, because they fulfill a need. It's just like when I was talking about pinballs. We might not be able to provide pinballs to a lot of our locations, but the ones we do will get new, updated models. We'll be buying more frequently for them because they make it feasible to do so. The big companies will have to get bigger, and economics aside, there will always be a place for the guys who want to go in there and operate with very low overheads. They fill in a number of locations where the bigger operators would not find the return on investment worthwhile.

Is there anything you'd like to say in closing?

I'd like to talk a little about my company. I may be the Operator of the Month, but actually it should be the *Operation* of the month. You've also talked about my activities in the associations, but I couldn't have been involved if it weren't for the people keeping my business going.

Larry Strutton runs our back shop and Cathy Pitzer runs the front office. And, as I mentioned, we have others who have been here over 20 years, like Dick Rich. John Ramberger, who runs our pool leagues, has done a fantastic job. It's these people that are out in the trenches when I'm gone. And when I come back with new ideas, they are the ones who put them in motion. I want to thank them for what they do to make this operation as respected as it is. ☐

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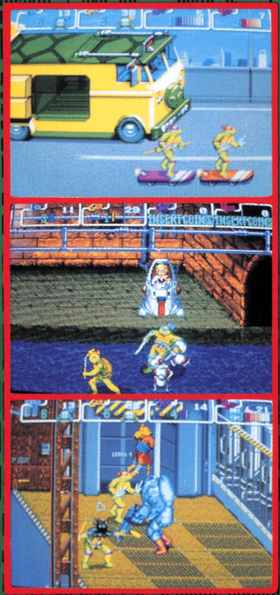

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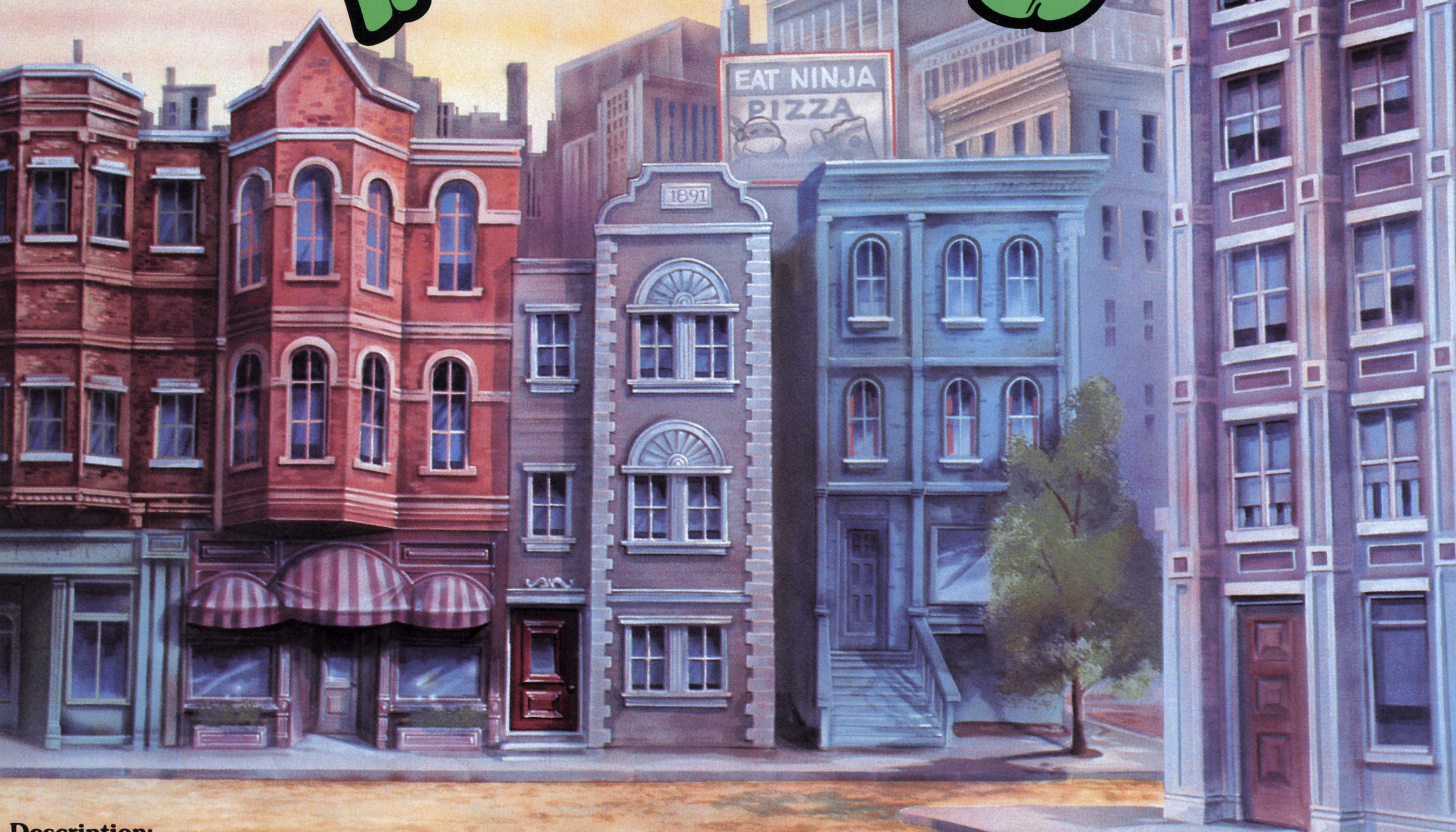

Description:

Cowabunga! The Teenage Mutant Ninja Turtles have arrived! The heroes in a half-shell, Leonardo, Raphael, Donatello, and Michaelangelo, are rockin' and ready to take on their archenemy, Shredder.

Their radical rat mentor, Splinter, trained the teens to be experts in the art of Ninjitsu. Each turtle has his own area of expertise. Leonardo, the level-headed leader of the green guys, wields razor-sharp katana blades. Michaelangelo, the party dude extraordinaire, whirls nuchakus at blistering speed. Donatello is a wizard with machines, as well as his weapon, the bo staff. Raphael, the wild boy of the bunch, channels his raw energy into brandishing a lethal pair of sai.

The fearless Turtles begin the game on a mission to rescue their companion, ace reporter April O'Neil, from a burning building. They battle the flames and the evil soldiers of Shredder's Foot Clan, only to have April abducted by Shredder himself. Splinter, their Ninja master, has also been kidnapped. Laughing in the face of danger, the Turtles boldly set out to save their friends and find the secret headquarters of Shredder and the Foot Clan, the Technodrome. The Technodrome also houses Krang, the brain behind the entire evil organization.

Not only are the boys being attacked by the Foot Clan soldiers, but Shredder's henchmen Bebop and Rocksteady are also out for turtle blood. The Turtles make their way through various streets, alleys, and sewers using whatever means they can—on foot, by jet-powered skateboards, or via the party van. Once they rescue April and Splinter, the guys go on to find the Technodrome. But even if they succeed in blowing up the Technodrome, there is no guarantee that Krang and Shredder have been destroyed with it. The demented duo may have escaped to Dimension X, where no one can find them, to hatch more heinous plots against the Turtles. However, as long as our heroes have breath in their bodies, you can bet no one will make turtle soup of them!

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PRESS START

> *"The flowers appear on the earth; the time of the singing of birds is come; and the voice of the turtle is heard in our land."*
>
> **Love Songs of the New Kingdom**

Famous quotations aside, a certain set of turtle teens is about to have a great impact on the land of coin-op. If competitor's comments carry much weight (and we know they do) coin-op watchers are predicting a player coup with the introduction of *Teenage Mutant Ninja Turtles*, the game.

If you haven't heard of these half-shell heroes, you probably don't have children in either grammar school or junior high. Teenage Mutant Ninja Turtles have become a phenomenon and appear on television daily in animated cartoon form, as the written word in comic book form, as a video game for the home, in the lucrative toy market as action figures (priced about $3.49 each), and even on the breakfast table as a crunchy cereal. What is their origin?

Great ideas often have simple beginnings. Such is the case with Teenage Mutant Ninja Turtles. From a 1981 late night gathering of two friends who watched television and let their imaginations soar emerged a first character drawing and the outlandish name for a collection of heroes who now appear everywhere, including an upcoming big-screen movie for 1990.

Originators Kevin Eastman and Peter Laird, both art school graduates and comic book lovers, first parodied the Frank Miller works "Daredevil" and "Ronin." In "Daredevil," radioactive material played a role in giving the hero superpowers. In the first comic book issue of Teenage Mutant Ninja Turtles in 1984, a canister of radioactive material falls into a sewer and changes four pet turtles into mutants of human size and intelligence. Eastman and Laird literally "scraped" together enough money to publish the first comic book issue. They discovered the world of distributorship versus sending out their books one at a time through the mail. A flurry of press releases sent to newspapers, radio and TV stations, and the major press services brought national recognition to the pair and their product (known as TMNT).

Demand for the issues increased dramatically, followed by licensed products for everything imaginable. Who would have ever thought that pet turtles who fell into a sewer and met up with a mutated rat Ninja master (the sewer is his major residence) could ever "mutate" into big bucks on the small screen, big screen, and video screen. Go figure.

It's a "no-brainer" to add up the numbers at the cashbox, however; reports of big-time revenue from this video keep pouring in. The game is available from Nintendo as a one- or two- player kit for the *Play Choice* system. Konami offers a four-player game in a dedicated cabinet.

Teenage Mutant Ninja Turtles, the home video, came out earlier this year, one of several recent instances when videos hit

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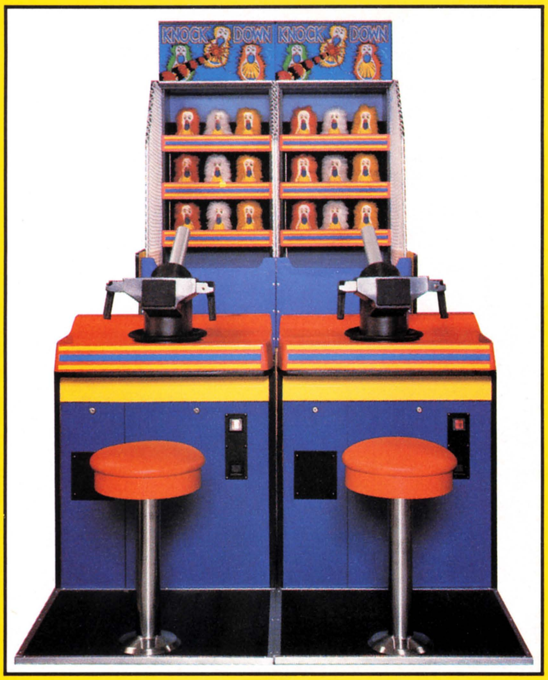
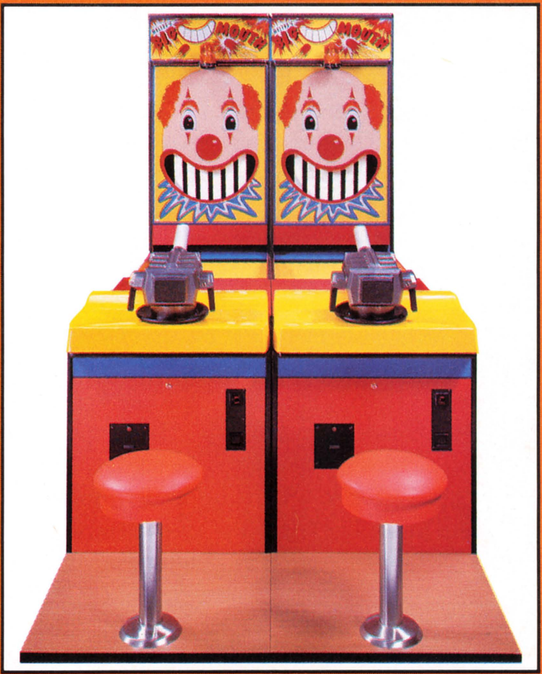
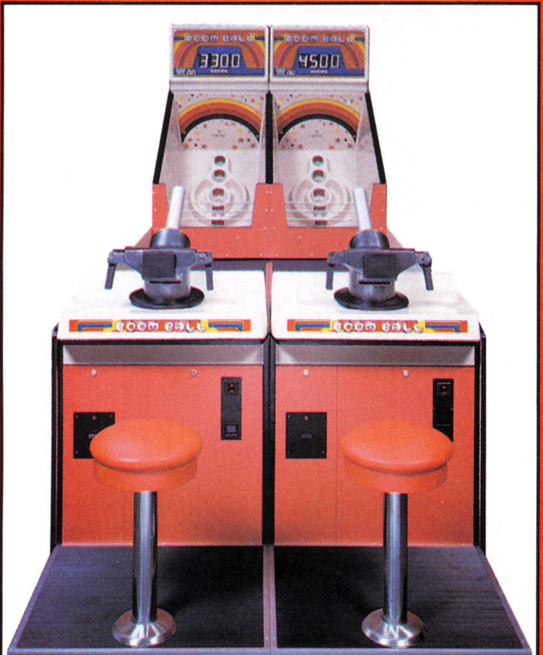


BIG MOUTH



BOOM BALL



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the home market first before premiering in coin-op. Others that come to mind are *Wheel of Fortune* and *Willow*, both debuted for coin-op at the recent AMOA Expo but already familiar titles in the home.

Heroes in the turtle saga are all named after famous men in Renaissance art history: Donatello, Raphael, Michaelangelo, and Leonardo. It is almost a backward history lesson as children think of Michaelangelo as the "party dude" first, then as a great artist.

The toy figures are similar in structure to the He-Man series of plastic muscle men and come with weapons fitted to the characters' hands. The age-old theme of good versus evil is behind the story lines. Great marketing minds have wasted no time capitalizing on the humor of the situation, as when the bad guys say, "The only good turtle is soup." Each toy figure comes with an ID card (much like G.I. Joe figures) that gives background information on the character, called "vital tortistics." The play-on-words is enough to make MAD Magazine editors envious.

What will be the outcome in this scenario of peace-loving pet turtles mutated into crusaders for justice? In the world of coin-op it's expected to be a better bottom line if these turtle teens are listed in an operator's inventory.

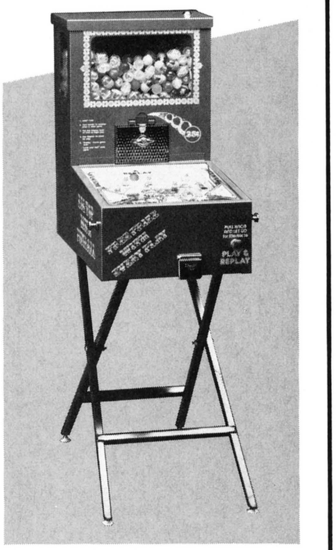
Let's take a close look at game action. Konami's dedicated upright travels with the turtles to a burning building where they rescue their friend, ace reporter April O'Neil. (A recent look-see at the afternoon cartoon brought visions of many April-themed rescues. She is a most naive young lady). Next, April is abducted by the turtle's arch enemy, Shredder, a member of the vile Foot Clan.

To complicate matters, the turtle's Ninja master, Splinter, is kidnapped. The turtles resolve to rescue both companions and search out the Foot Clan's secret headquarters, the Technodrome. Residing there is Krang, a bulbous creature living inside a robot. Krang is the brains behind the evil organization.

Our heroes set out on their mission led by Leonardo, the level-headed turtle who wields razor-sharp katana blades. He's joined by Michaelangelo, the party reptile, who whirls nunchukus at high speed; Donatello, a wizard with machines and his weapon, the bo staff; and Raphael, the wild turtle who brandishes a lethal pair of sai.

Blocking the progress of our heroes are Shredder's henchmen, Bebop and Rocksteady, mutants reminiscent of wild boars in suits of armor. Game action takes place in street settings, alleys, and sewers. Leonardo and the gang travel on foot, with jet-powered skateboards, or in their party van. Watch out for scraps of pizza, the turtle's favorite food, often consumed in the van.

Once April and Splinter are rescued, the green guys find the Technodrome. But



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wait, the demented duo of Krang and Shredder may have escaped to Dimension X, a no man's land, where they can hatch more wretched plots. Only the player knows for sure what will happen next.

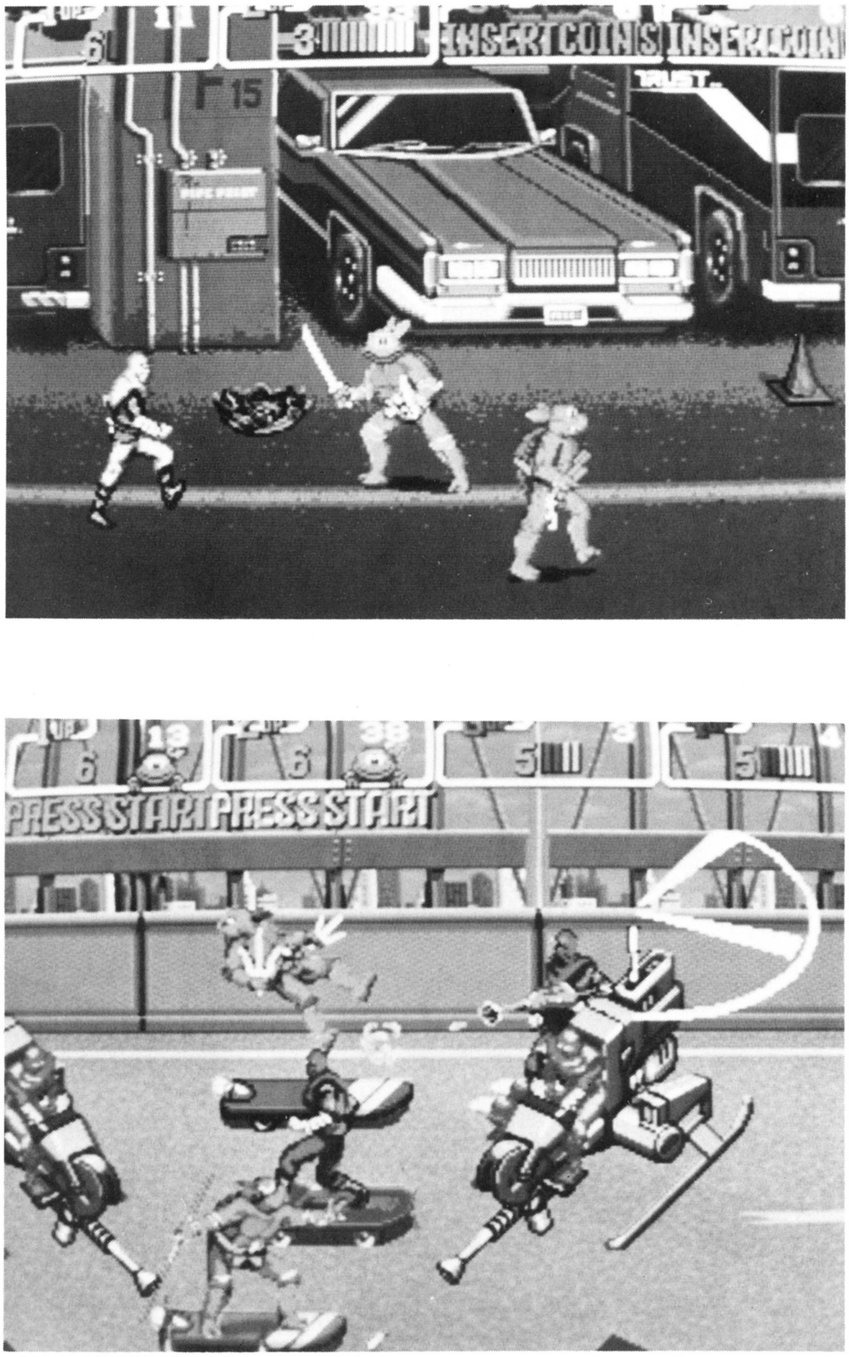
Konami's cabinet features a horizontal monitor and four sets of player controls that include an eight-way joystick and two buttons for jump and attack. Buy-in and continuation features keep the action going and the coins rolling in.

In Nintendo's game, TMNT face carnivorous robots bent on "chowing-down" in China Town, and try to stop brutal Ninjitsu warriors, blood descendants of the Foot Clan, from harming bystanders from the Bronx to Broadway. Powered by slices of pizza, our heroes head out on their mission with munchukus (similar to a pair of 'billy' clubs chained together), katana blades, and their party bus filled with anti-Food Clan missiles.

Also at their disposal are the tortoise radar, a map, and a sixth sense that helps them avoid savage traps and secret sewer passages. It's an all-out race to the finish with our stalwart heroes coming to the rescue again.

The TMNT gang qualifies as cult comic heroes of the first order. So as not to exhaust their appeal, several new characters are being added, including Usagi Yojimbo, a samurai rabbit; Genghis Frog, a wild surfer frog; and Ace Duck, commander of the TMNT Air Force. Excuse the wording, but Ace is a "quack" shot. There will also be a robotic turtle, Metal Head. New enemies await as the Foot Clan are joined by Baxter Stockman, a mutated half-man, half-fly scientist—a real "pest."

The name recognition level should be high with TMNT fans, who already have lunch boxes, beach towels, T-shirts and caps, posters, stickers, and puzzles all with TMNT characters. As one four-year old girl told her mother, "For Christmas I want some of those Teenage *Nutant* Turtles!" She knows what she means. We know what she means. And we know that she'll get it. TMNT fans come in all ages and sizes. We hope they take the opportunity to role-play whenever they see TMNT in video format.



Scenes from Konami's dedicated four-player game, *Teenage Mutant Ninja Turtles*.

Editor's Note: Wouldn't you know it — I just saw the December issue of MAD Magazine at the grocery store and the cover is devoted to, you guessed it, TMNT! A spoof in the pages of that funny and irreverent publication will bring them even more attention with the younger set. ☐

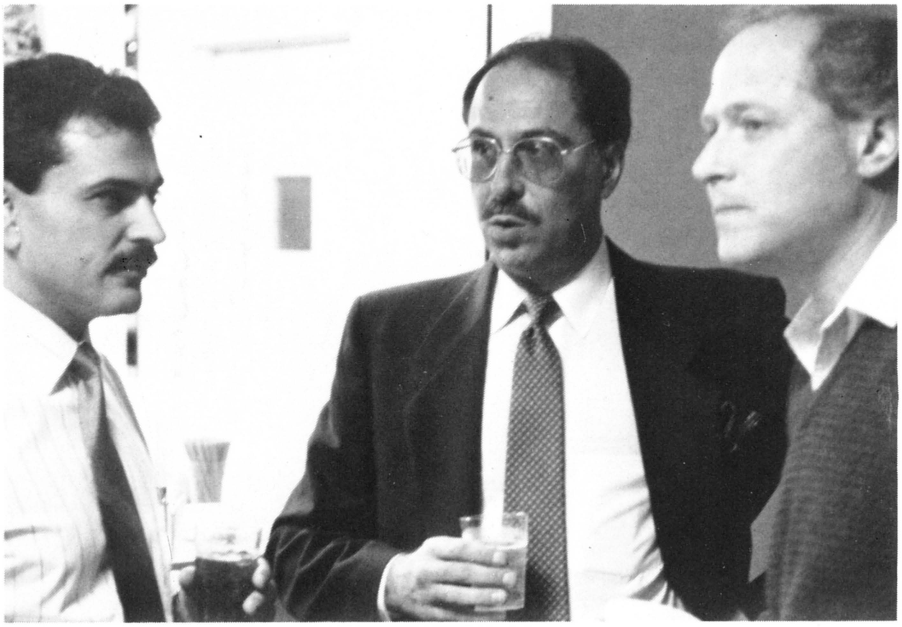
State Sales welcomes customers to open house

State Sales and Service Corp. of Baltimore, Md., followed up the AMOA show in Las Vegas with an open house to introduce the latest equipment. The skies were sunny with mild temperatures, which is worth noting on the heels of Hurricane Hugo.

Over 350 State Sales customers, representing 138 companies, mingled with sales representatives from more than a dozen manufacturing companies, including Atari, Premier, Capcom, Exidy, Merit, Arachnid, Dynamo, Romstar, Rowe, Microprose, Williams, Data East, and Sega.

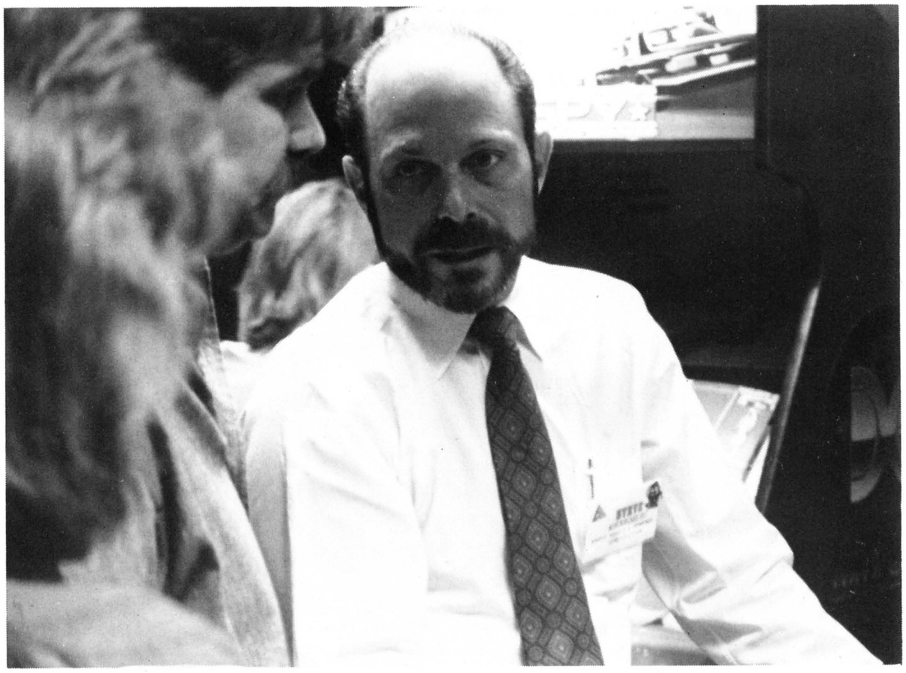
A Rowe *LaserStar* CD jukebox provided the entertainment for the event. Door prizes such as portable CD players donated by the factories, as well as various kits, cues, and other industry items. Kids got special attention and everyone left with some memento—T-shirts, hats, etc.

State Sales president Steve Koenigsberg said, "Not only did our customers enjoy themselves, they came with an upbeat attitude about the business and evaluated equipment like their earnings depended on it. They are right!" ☐



State Sales' Nick DeSabastiano (l) with Jay Clark (c) and Gary Feinstein of CFC Enterprises.

Mr. & Mrs. Ralph Craven of Showalter Amusements sample the buffet.



State Sales president Steve Koenigsberg chats with Ray Shackelford of Golden Coin Amusements.

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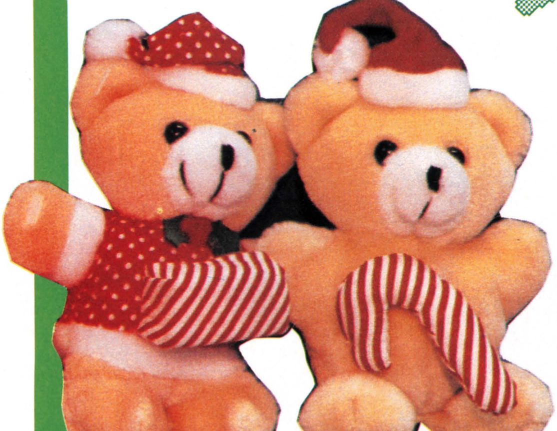
To Our Customers



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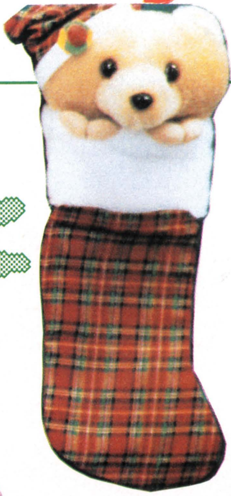

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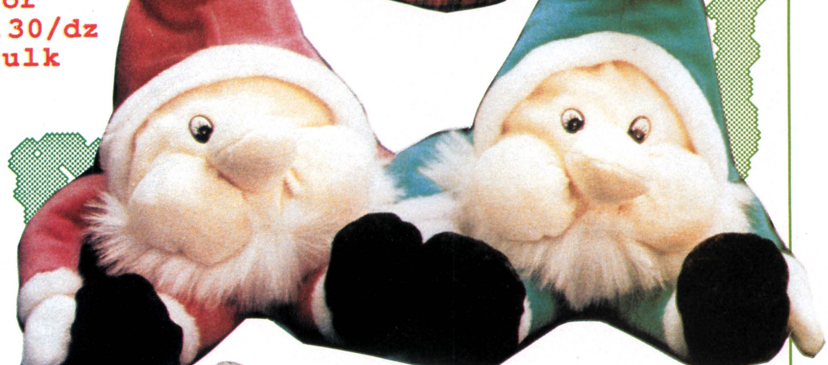

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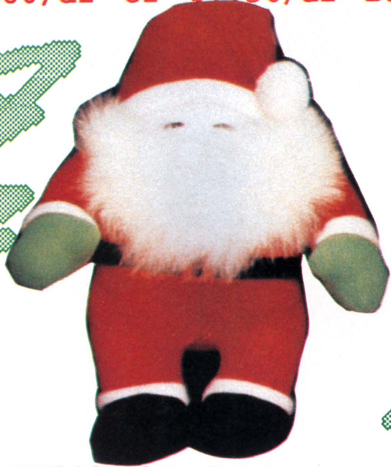

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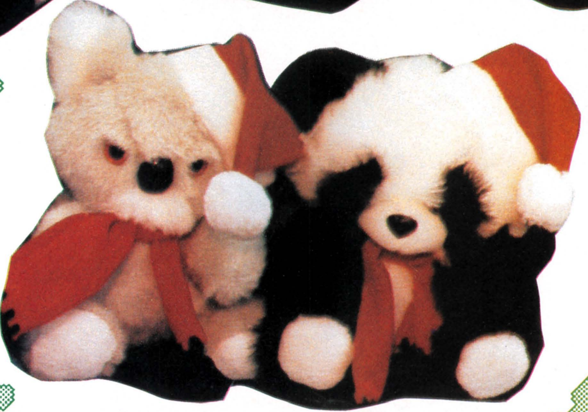

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Active celebrates move

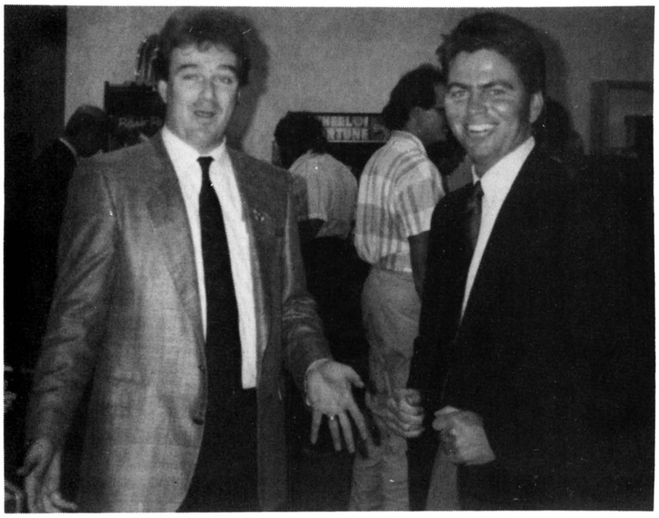
Active Amusement Distributors held its annual post-AMOA show on Sept. 23 to introduce the latest product shown at the Expo. Active hosted a grand party for over 300 customers, factory representatives, and employees.

Active was also celebrating the grand opening of its new office complex, located about 15 miles from the former location. The move was made because of Active's expanding business.

Said Active's Dave Gilfor, "Our previous building was just getting too old to serve our purposes. It didn't have the loading docks and was in an inconvenient neighborhood. Our space crunch started four years ago when we went into vending distribution. We were trying to do everything from four separate buildings on three floors. Needless to say, it just wasn't a very good working situation."

Gilfor added, "The new building is 57,000 square feet; Active occupies 29,000 and rents out the remainder. It was custom-designed by us to meet our needs. We received a lot of help from our managers, who explained their needs. This was all taken into consideration in the design process."

The event included plenty of food and tons of door prizes that were donated by factories and won by Active customers. ☐



Chris Vecchione (l) of Active with Chris Brady of Dynamo.

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Tropicana
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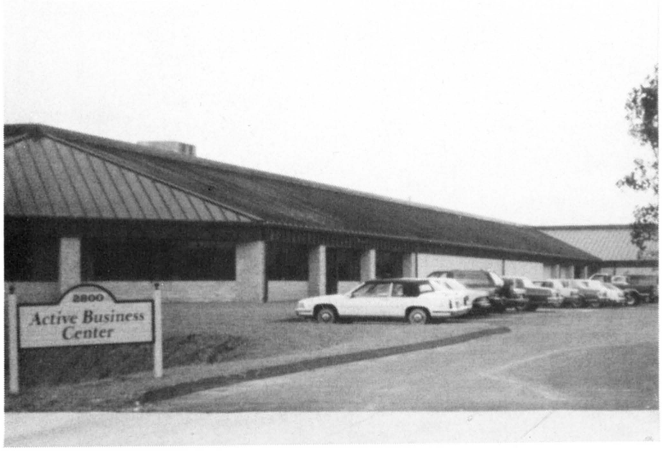
diet Coke
Seagram's

Jim Williams of Active was the designated bartender.

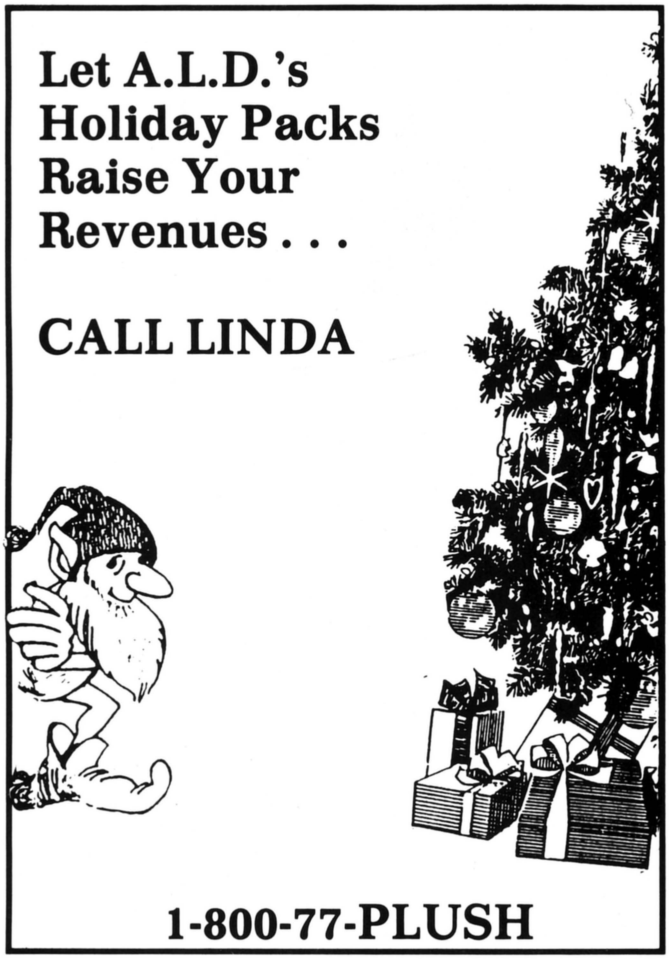


Here's the new building.

Active's Paul Russell with Alan Bruck (r) of RCI.

Active employees, (l-r): Danny Arabia, Irma Delgado, and Rose Francellini.

From left: Active bookkeeper Eileen Corazo, Pam Gim of Fun Stop Arcades, and Sheryl Gilfor.



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Seminars that help operators put out the fires and pump up the profits are here to save the day! Pinball and jukebox clinics, video technical and management seminars; industry and legislative updates — these are just a sprinkling of the topics that give operators the necessary tools and training to run their routes and locations more effectively — only at ACME!

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The best of Las Vegas at Colorado Game Exchange

On Sept. 21, The Colorado Game and Vending Exchange held its traditional post-AMOA open house to introduce the new fall product to its customers. The theme was The Best of Las Vegas, and the showroom was decorated with coins, cards, and dollar bills. In true Las Vegas style, those helping with registration, serving, and bartending were dressed in black and white with green eyeshades and black and red garters over the sleeves.

Customers spun the lucky wheel to win discounts off of game purchases. The first spin by Dick Kinnaman of Wizzard's Palace earned him a $500 discount.

Over 150 customers enjoyed a lavish buffet, and many won door prizes in a drawing held by president Rich Babich. □

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"Put yer arm around me or else!" says Rich Babich to Nintendo's Jerry Monday, who quickly complies.

The Prez and the showgirl, Rich and Bev Babich, celebrating a successful open house.

Jean Bowersox playing a new Data East game as Bruce Bauldridge and Dennis Tessmer look on.

What's Up?

In coming months look for our triple header:

Blockbuster December Anniversary Issue loaded with stories and photos scanning our 15-year history. You'll notice our all-new logo and interior design aimed at keeping us in step with the '90s.

What a way to **start the New Year!** Sample our regular January issue complete with all the columns you look for and enjoy plus a few surprises . . .

Followed quickly by **the best New Year's present** of all— our Annual Directory and State of the Industry Report that will help you begin 1990 with all the industry reference material you'll need.

OPEN HOUSE

"Just one more bite!" says Brian Duke to Ken Summers of Hustle of Colorado.

Colorado Game Exchange's Dennis Tessmer signs up John McBride of Funtronics.

"Get out of this picture!" Rich Babich tells Brian Duke of Capcom, here with JoAnne Hackett of Key Distributing.

An interview with Wayne Hesch

Ten years ago, Wayne Hesch was just stepping down from his year as AMOA president. His name is familiar today through the Wayne Hesch Scholarship Fund, established after his untimely death. He was a man seriously concerned with the industry, saying, "This is a great industry, but it's an industry that has a lot of problems. And everyone has to pitch in and solve those problems. I'm doing my part." We said that he was truly concerned about the industry as a whole, and not just his own little niche within it.

Play Meter published its annual State of the Industry report, which showed that cost-conscious operators had cut back on their number of machines and route locations in 1979. Video games earned just $64 as a weekly gross, pinballs earned an average of $65, and jukeboxes showed an average weekly gross of $54. Although videos were not the highest earning category of equipment, the $64 average weekly gross represented a 28 percent increase from the previous year. Jukeboxes, which had held the distinction as the highest earning equipment on location, fell behind pool and pinball the year before and to number four as video made its jump.

In was in the November 1979 issue that Play Meter ran the announcement from AMOA that it was planning to hold its annual trade show in Las Vegas in 1982. The Conrad Hilton in Chicago was due for renovation, so a new site was needed. Little did AMOA realize the controversy that would come from the industry over the Las Vegas location. At that time industry leaders felt that the amusement and music show should not be held in a gambling city. They felt it would only hurt an already shaky image.

In other news 10 years ago, the Music Operators of Michigan elected officers and directors; the Ohio Music and Amusement Association was planning its annual dinner-drawing; AMOA was to have the first television coverage of its annual jukebox awards presentation and stage show; Siben Holding Corp. added Amico Marketing to its family of companies; Ben Owens, an Iowa man home on leave from the Marine Corps, set a new Guiness World Record for continuous play on a pinball machine; Louisiana operators were trying to form an association in a movement spearheaded by Bob Nims of AMA Distributors; Joe Keenan, formerly chairman of the board of Atari, was named president of Pizza Time Theatre by founder Nolan Bushnell; Cleveland Coin expanded its facilities; Tom Kindler and Harvey Plotnick joined Shaffer Distributing Co.; International Billiards moved its offices; Atari's *Hercules* was displayed on the cover of "Merci," the journal for New Orleans' public television station; the mayor of of the city of Mainz honored Loewen-Automaten's Peer von Oertzen during an official reception at the city hall; ABC Records took over the premises of the bankrupt Astro Games for reclamation of debts; Tornado was into full swing with foosball promotions; Venture Line reported a 74 percent increase in sales over the previous year; Seeburg unveiled its new phonograph line and accessories for the fall of 1979 and 1980 marketing year; and Gremlin introduced incentive programs for its employees.

New products introduced in Play Meter's New Products section were *Cosmic Wars*, a cocktail pinball machine by Coffee-Mat; the *Poker Machine* from Intermark; Atari's *Asteroids*, with its new Quadrascan video system; *Time Warp*, Williams' latest pinball with triple-sound option and futuristic curved flippers; Atari's new version of the popular *Football*, a two player version with new plays and field goal scoring opportunities; *Phantom II*, Midway's flying-themed video game; *The Incredible Hulk*, Gottlieb's pinball featuring the green giant; *Sundance*, Cinematronics' latest space adventure video; Bally's *Harlem Globetrotters*, a pinball featuring the famous basketball team; and *Dolly*, Bally's latest pinball featuring Dolly Parton. ☐

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PLUSH 4 PLAY

Charles C. Ross

Equipment rotation:

Pain in the neck or gain in the wallet?

"My games seem to need rotating more frequently than ever before." "I cannot rotate games as fast as my locations are demanding a change." "I have a game that needs rotating, but the location will not let me remove it."

These are but a few of the common complaints operators have when talking about equipment rotation. No doubt, all of the above comments are true. But let's explore some of the problems and rewards of rotating.

Rotation problems

There is little argument that games require more rotation today than ever before. "Why?" you ask. Simply put, any one piece of equipment can be viewed as a fad. In today's shrinking world, fads are coming and going at a fantastic rate.

Since games (individually, not as an on going business) are viewed as fads, your job as an equipment manager is to learn how to manage "the fad." Fad management is fast. The faster the fad, the quicker you must be at quick decision making. Translated into games, this means fast rotation and disposal of equipment.

To lament this truism is equivalent to disliking the fact that the sun rises in the East and sets in the West. Sorry, but that is the nature of things. Having consoled ourselves that equipment rotation, especially rapid equipment rotation, is a fact of life, let's look at the other problems associated with it.

"I cannot rotate my games fast enough." This is probably a true statement for over half of the operators in the country. So what do you do?

The answer is quite simple: work at rotating the equipment faster. "Move, move, move" is the solution to your problem of not being able to rotate fast enough. In the current game environment, you must be a master at moving them. Someone in your company must constantly be moving equipment. Face it, rotating equipment is just one facet of your business. Now go and plan accordingly.

"I am too busy just trying to keep the whole operation going to get involved in moving equipment." If this is the problem plagueing you, then I refer you to an article on delegation in this issue. You must decide to delegate the rotation problem or some other task so you can handle rotation yourself. Rotation is too important to be ignored or handled only when the problem is critical.

"It costs too much to rotate that often." Here is where your ability to analyze your operational costs and the additional revenues that you will receive as a result of the rotation is critical. However, you will find in most cases that the cost of rotation (i.e., employees, trucks, bookkeeping, etc.) will be well worth what you spend to get it done.

In studies, the actual cash-cost of doing the rotation is almost always offset by the increased profits it generates. At what point do you implement the rotation to revive revenues? That decision will need to made on an individual location and machine basis.

Ideally, your objective is to rotate just enough to maximize revenues with the least cost. With practice, some record-keeping, and keeping the profit-maximizing objective in mind, you can achieve that goal. Remember, you want maximum revenues with the least amount of cost.

There will be an optimum, but also remember that hitting the optimum is like shooting at a moving target. The optimum will change as the equipment in the location changes over time, thus complicating the problem. But just because the problem gets complicated doesn't mean you shouldn't keep trying to solve it to maximize your profits.

"Not only am I too busy, but all of the other people in my company are too busy to dedicate a lot of time to equipment rotation." If this is your problem, then I suggest you consider hiring someone part time to help do the rotation task.

Before you turn the page in disgust at the thought of bringing in a part-timer, let me once again throw the issue directly back at you. You don't want part-timers rotating equipment because they will do this wrong and that wrong, right? Well, the key to part-time rotation personnel is the same as with any good employee. You must train that person to do the job right and to do it your way. The emphasis is on training.

Find some eager young high school or college students and train them well. Then let them rotate games after school, for example. Again, equipment rotation is too important for it to be a problem which must be handled only when it becomes unbearable. Additionally, you can usually have part-time rotation personnel on the payroll cheaper than your regular route personnel. Don't forget, as part of your training you must teach them how to go in and talk to location owners and managers.

"I have a game that needs rotating, but the location will not let me remove it." I know this is the one you've been waiting for advice on. Unfortunately, there is no real textbook answer. All I can say is to look at the benefits of the rotation and the cost of the rotation. Approaching this pro-

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The undersigned companies are the owners of certain exclusive rights under the Copyright and Trademark laws of the United States. One of those exclusive rights, i.e. the right to publicly perform their audio visual works, was recently affirmed by the United States Court of Appeals for the Fourth Circuit in the case of **Red Baron — Fun Factories of Ohio v Taito America Corp. et al.** The undersigned companies therefore announce the following policies:

1. They are committed to vigorously protect **all** of their rights under the intellectual property laws of the U.S. and will not hesitate to prosecute infringers to the fullest extent of the law.

2. Any one who publicly performs without authorization of the copyright owner, a grey market video game **after** November 30, 1989, which game was purchased **before** July 18, 1989 (the date of the Fourth Circuit Decision in **Red Baron**) will be subject to an action for infringement. This ''grace period'' will enable operators who comply with the law to remove infringing grey market games from their routes. Operators should feel free to contact any of the undersigned companies or their authorized distributors to determine their policies of the individual companies for the games in questions.

3. The undersigned companies will **immediately** and **vigorously** pursue those who have purchased parallel PCB's after July 18, 1989 and who without authorization, publicly perform those audiovisual works.

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blem from a benefits/costs analysis, the decision should become clear.

For example, if the cost of rotating a location's favorite piece is losing a good location, don't rotate it. I suggest you quiz the location and try to find out why that particular piece of equipment is so important. Then try to explain why moving that piece of equipment is in both of your best interests. The best advice here is that you must learn how to be a good negotiator.

Equipment rotation benefits

Having explored some of the problems associated with equipment rotation, let's look at some of the benefits. The most obvious is a boost to the revenues of the location and the individual piece of equipment. You also may keep the location revenues from dropping, which can be as important an objective.

Also, you will get much better at finding out which pieces have lost their ability to capture quarters and therefore need to be sold or converted. When you rotate a piece of equipment and it doesn't respond at the new location (increased revenues), chances are that the fad (i.e., that piece of equipment) has had its run. It's time to dispose of that game. After all, if you do not rotate the game around the route, how do you know if it is dead as a game or simply lousy at a particular location?

As you increase your equipment rotation, you also have an excellent opportunity to create added goodwill with your location owners and managers. They will see that you have people working on their location, and the more attention they get the more they usually like it. You also get more contact between the location and your company.

As an added benefit, the location personnel (if different from your normal route people) get a chance to make repairs to any machine that may have malfunctioned since your last service call. (Here again, the rotation personnel must be trained to make minor service calls.)

Equipment rotation is the pumping of life blood (equipment) through your veins (route.) Get on with the program and don't lose sight of your objective. Rotate just enough to maximize the revenues, and do it at the least possible cost. With this objective, you can minimize the pain in the neck and maximize the gain in the wallet. ☐

Charles C. Ross is an operator and a principal in Innovative Management Consultants, which specializes in seminars and computer programs for operators.

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Joseph Arkin

Delegation: how much?

We keep reading articles with the theme that those in management positions must learn to delegate some of their responsibilities, or they'll fall victim to job stress—a polite term for "burn out."

Susan C. Bakos, a nationally known business writer and editor, writes that "persons in authority always have more responsibilities than time to carry them out. That's why those who can't or won't delegate properly simply can't get their work load accomplished.

"If you're feeling harassed and tired," she continued, "you are probably carrying more than your share of responsibilities on the job. To avoid job stress, you have to be a delegator. Decide exactly which part of your work load can be assigned to others." She added that all routine tasks, time consuming or repetitious tasks, and tasks designed to upgrade a subordinate's performance should be delegated.

Owners themselves often feel that delegation of authority in a small business allows others to make decisions affecting their own pocketbooks. But without delegation the entire work load is on the shoulders of owner/managers. Therefore, you should at least delegate some authority to get all that has to be done completed on time. Also, in a small business, the owner/manager may become incapacitated. If no authority has ever been delegated, the employees will flounder and be unable to keep the business running.

A basic problem in "letting go" is deciding how much trust you place in others to make meaningful decisions—those decisions that have an effect on the bottom line of your profit and loss statement. You have to play this by ear. Let us assume the following hypothetical situation.

An owner finds that weekly payroll has jumped while away on a short business trip. The owner learns that the employee left in charge allowed employees to work overtime several hours each day for several days. When questioned as to why, the employee explained that a big order was not going to be ready on time without the extra work. The owner faced this problem before and usually called manpower organizations to get people at lower wages, rather than the time-and-a-half paid to regular employees.

"To make delegation work, you must allow your managers some freedom to do things their way."

The question: was the retention of regular employees at premium hourly rates justified? If a study was made of the pay for regular staff versus that of temporary employees, and the study showed more pay for the regular employees, does it necessarily mean that the assistant made a mistake? The trained staff getting more pay may have been a better deal for the firm. It doesn't mean that delegation was an error of economic substance.

As can be seen, some authority has to be given to those people asked to take on assorted responsibilities. But a big stumbling block is deciding who is qualified to be chosen to do delegated work.

You'll do best to select the employee who has a combination of technical skills and some ability to supervise. More likely than not, a person selected to take on managerial duties must give orders to others to assure that the work gets done. This means that the person you're looking for has to be a low-level manager now, or a person whom you feel will be able to become a member of your company's management team.

Putting a person in charge of others often creates the problem of jealousy. You will be asked, "Why not me?" This means the person you tap to have work delegated is one who must be strong-willed. He or she has to be able to fend off hostility, supervise, and smooth-over ill feelings. The attitude of "I don't want to be liked or win popularity contests, I just want to be obeyed" may work in military circles and large corporations with multi-level management. But in a small company, the work staff is akin to family. A cohesive force must put together a team to get the best results for the good of the business.

And as your firm progresses, you may need more than a top assistant. You'll have to delegate work to others, promote them with titles and raises in pay, and work out a scheme to see that there is no clash between departments.

You are still the boss. All top decisions are ultimately yours, but you shouldn't take the attitude that because the capital of the company is yours, that all decisions are correct if made by you.

Also, listen to suggestions. You've delegated part of your work load and even said how the work should be done. But suppose you're shown that your methods are obsolete, or that things could be done at a lower cost. Swallow your pride and let your assistant(s) have the pat on the back that they deserve.

In conclusion, if you are to make delegation work, you must allow your managers some freedom to do things their way. You and your company are in trouble if you try to measure your assistants by whether they do a particular task exactly as you would do it. They should be judged by their results, not their methods. □

Irving L. Blackman

The IRS answers some transfer questions

Sooner or later, every closely-held business is transferred. The transfer is made voluntarily by the business owner during life, or it is forced on his family after death. In 1987, a new tax law changed the lifetime transfer rules. The thrust of the new rules is to prevent a business owner from freezing the value of his business for estate tax purposes.

The law—Section 2036 (c)—is a complex maze that has caused much confusion and uncertainty. After waiting for almost two years, the IRS has finally spoken by releasing Notice 89-99. The purpose of the notice is to answer a number of important questions. No, the notice does not answer all points, but it makes a start toward clearing up some of the confusion.

This article covers some of the more important points that apply to the transfer of a closely-held corporation. Clearly, the owner of the family corporation can no longer recapitalize his corporation, i.e., wind up owning the preferred stock while his children own the common stock. As far as the new law is concerned, there are two things wrong with a recapitalization.

First, by owning the common stock, the children have received a transfer of property having a *disproportionately large share of the potential appreciation*—a no-no. Second, by owning the preferred stock, the owner has *retained an interest in the income* of the business—also a no-no. What's the result? When you die, the value of the common stock at your death will be included in your estate.

Now, suppose your corporation has only common stock, which obviously can appreciate. You give the common stock to your children, or you sell the stock to them at its fair market value. The gift or sale (or a combination of the two) is a good transfer. But caution is advised.

If you retain an *interest in the income* of the corporation, you can fall into the Section 2036(c) trap—the value of the stock owned by your children is swept back into your estate. The language in the notice says that an interest in the income of the business "may be embodied in any form of interest (present or future), agreement, or arrangement, including without limitation, a preferred equity interest in the enterprise, a promissory note, a life or term interest, an employment agreement, a retirement arrangement, a sale agreement, and a lease agreement." That word "future" can be a troublemaker for as long as you live.

The IRS is telling you a proper transfer is okay and can be kept out of your estate. But don't mess around. If you keep an interest string by getting certain income, the Section 2036(c) trap will be sprung. For example, if the owner works for the corporation and takes a salary, there will be no problem. But taking a salary without working, or taking an excessive salary, will not pass an IRS review. Leasing property to the corporation at a fair rental will be okay, but if you take an unreasonable rent, it could be held to be an income interest.

Transfer planning is now more important than ever. You must consult a competent professional, who will help you devise a transfer plan that properly deals with Section 2036(c) when it is first implemented. Then, the plan must be monitored every year to make sure that an income interest does not creep into the plan in the future. Mistakes will be paid in high estate tax assessments. Remember, the estate tax brackets go up to 55 percent.

A unique idea for tax-saving

Let's talk about your investments and investment income, things like certificates of deposit, stocks, bonds, an interest in a profitable partnership, and similar investments. Most clients with such investments want to accomplish three goals concerning these types of assets. They tell me that they want to save income taxes, reduce or eliminate estate taxes, and stay in control of the property for as long as they live. Naturally, they want all of the income and wealth to stay in the family. It sounds like the impossible dream.

But there is an easy way to get the job done; here's how. Form a new corporation and elect S corporation status. Exchange the investments (say a $100,000 C.D.) for the stock of the S corporation. This transaction is tax-free.

Over a period of time, you should gift portions of the S corporation stock to your children, grandchildren or others. Only gift up to 49 percent of the stock. By keeping 51 percent, you will always be in control of the S corporation. Now let's look at the tax consequences.

Gift tax: You can gift up to $10,000 tax-free per year to each donee (the person receiving the gift). If you are married, you can double the amount to $20,000 by having your spouse consent to the gift. It is smart not to exceed the $100,000/$200,000 value per year limit. Spread your gifts out over two or more years as is necessary.

Income tax: The stockholders pay tax on their proportionate share of the income. For example, let's say the income of the corporation was $10,000 for the year and the kids owned 40 percent of the stock. Their share of the income would be $4,000; yours would be $6,000. This is a great way to build an education fund for the kids. Remember, any child who has not attained age 14 must pay tax on unearned income in excess of $1,000 at his parent's top tax rate. But that's not so bad because of the estate tax result.

Estate tax: The shares of stock owned by other family members will not be included in your estate. The top estate tax rate is 55 percent. So, as you can see, significant savings are possible.

One warning: you must operate like a corporation. Title to the assets must be in the corporate name. You should actually issue certificates of stock to each stockholder. Ask your professional advisor to make sure you follow all of the necessary details.

Tax-free income and selling your home

The word ''free'' is supposed to be the most powerful word in the advertising world. Well, the most powerful word in the tax world is ''tax-free.'' The profit on your home sale can be tax-free if you meet the rules. They are: 1) buy a new home within two years, and 2) the new home must cost as much or more as the selling price of your old home. If you ''build'' your new home within two years of the sale, the same tax-free break is available.

But be careful, because the meaning of the word ''build'' is a bit tricky. You must use (move in) your new home within the two-year time limit. The following scenario actually happened.

Mr. Elam made a large profit when he sold his old residence. He began building a new residence, with a main home and a guest house. Within two years, Elam moved into the guest house with his family. The main home was not ready.

You won't like the decision handed down by the Tax Court. Since the main home wasn't completed, it did not qualify for the tax-free break. What about the guest house? It cost less than the sale price of the old residence, so part of Elam's profit was taxable (Elam, 58 TC 22).

What must you do? Move in before the two-year limitation period has run. If your new dream house still has work to be done, you'll have to decide the value of trading tax dollars for some discomfort.

Kids need Social Security numbers

Did you hear the one about the Family Support Act of 1988? Well, it's the law of the land, and it's no joke. Here's what the new federal law provides: if you want to claim a dependent for any child aged two or older, starting with your 1989 tax return, you must show the child's Social Security number (SSN).

If the child has reached the age of two by Dec. 31, 1989, the SSN is required. Don't wait until your tax return must be filed; get any SSNs now.

The easiest way to apply for SSNs is by a combination of telephone and mail. Just request Form SS-5, Application for a Social Security Card, by calling your local Social Security office. (The number is listed under Social Security Administration.) You will receive an application, along with a pre-addressed envelope. To complete the application, you need evidence of the child's age, identity, and U.S. citizenship or lawful alien status. Original or certified copies of original documents are needed. Photocopies are not acceptable.

A birth certificate can be used as evidence of age and citizenship for a child born in the United States. A medical or day-care record can be used to show identity. Other acceptable documents are shown on the application form. An application filed for a child can be signed by the parent or guardian, who must also provide evidence of identity. A list of acceptable documents is on the application form.

Mail the completed application, along with the required proofs, in the envelope provided. A Social Security card will be issued to the child within two to three weeks. All documents will be returned to you. ☐

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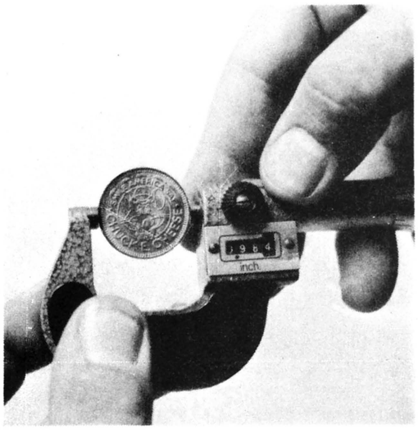

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TOP TWENTY

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HOT 100

TITLE Label & Number/Distributing Label	ARTIST
1. Girl I'm Gonna Miss You Arista 1-9870	Milli Vanilli
2. Heaven Columbia 38-68985	Warrant
3. If I Could Turn Back Time Geffen 7-22886	Cher
4. 18 And Life Atlantic 7-88883	Skid Row
5. Cherish Sire 7-22883/Warner Bros.	Madonna
6. Don't Wanna Lose You Epic 34-68959/E.P.A.	Gloria Estefan
7. Shower Me With Your Love Columbia 38-68746	Surface
8. Miss You Much A&M 1445	Janet Jackson
9. Hangin' Tough Columbia 38-68960	New Kids On The Block
10. Cold Hearted Virgin 7-99196	Paula Abdul
11. One Warner Bros. 7-22899	Bee Gees
12. Kisses On The Wind Virgin 7-99183	Neneh Cherry
13. Keep On Movin' Virgin 7-99196	Soul II Soul
14. Angel Eyes Arista 1-9808	The Jeff Healy Band
15. Right Here Waiting EMI 50219	Richard Marx
16. Love Song Elektra 7-69280	The Cure
17. Don't Look Back I.R.S. 53695/MCA	Fine Young Cannibals
18. Bust A Move Delicious Vinyl 105/Island	Young M.C.
19. It's Not Enough RCA 9032	Starship
20. Mixed Emotions Columbia 38-69008	Rolling Stones

COMPACT DISCS

TITLE Label & Number/Distributing Label	ARTIST
1. Steel Wheels Columbia CK45333	Rolling Stones
2. Full Moon Fever MCA MCAD 6253	Tom Petty
3. Girl You Know It's True Arista ARCD 8592	Milli Vanilli
4. The End Of The Innocence Geffen GHS 2-24217	Don Henley
5. Repeat Offender EMI E2-90380	Richard Marx
6. Forever Your Girl Virgin 2-90943	Paula Abdul
7. Dr. Feelgood Elektra 2-60829	Motley Crue
8. The Raw And The Cooked I.R.S. D-6273/MCA	Fine Young Cannibals
9. Sleeping With The Past MCA MCAD 6321	Elton John
10. Cuts Both Ways Epic EK 45217/E.P.A.	Gloria Estefan
11. Skid Row Atlantic 2-81936	Skid Row
12. Dirty Rotten Filthy Stinking Rich Columbia CK 44383	Warrant
13. Hangin' Tough Columbia CK 40985	New Kids On The Block
14. Indigo Girls Epic EK 45044/E.P.A.	Indigo Girls
15. Keep On Movin' Virgin 91267-2	Soul II Soul
16. Heart Of Stone Geffen 2-24239	Cher
17. Disintegration Elektra 60855-2	The Cure
18. Twice Shy Capitol C2-90640	Great White
19. Cosmic Thing Reprise 2-25854/Warner Bros.	The B-52s
20. Blind Man's Zoo Elektra 60815-2	10,000 Maniacs

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Frank Seninsky

Are you getting all your quarters?

No one ever said owning a coin-operated amusement/vending company was ever going to be easy. In today's world of declining morals, running a cash business is extremely difficult. Just 10 years ago, stealing from your employer ranked number three on a list of no-no's in a poll taken of the American worker. Today, stealing from your place of work is listed as number 10! It has become more fashionable, thus acceptable.

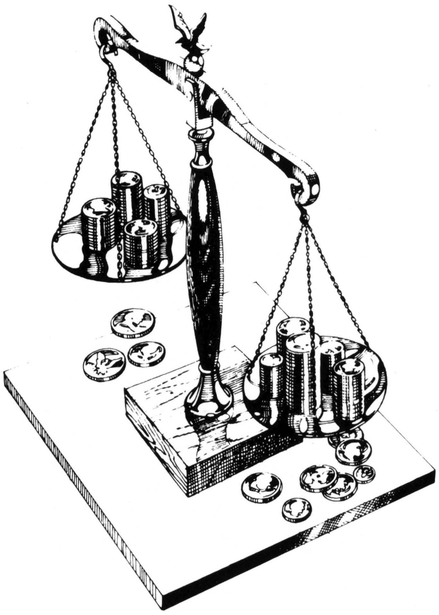
In Al Krueger's seminar at the AMOA Expo, "Route Security, the Hidden Invaders," the following alarming statistics were provided regarding the coin machine industry over the past 15 years:

1. Sixty percent of cashiers and change attendants take from the till or apron.
2. Thirty percent of repair people take from the machines they repair (money and/or product).
3. Thirty percent of collectors steal money and/or product from the machines they collect.

If you think you don't have to worry about employee theft, you're dead wrong. Even in a family business tight cash and product controls must be in place. Remember, every quarter that doesn't make it to your count room could be going directly to your bottom line.

Here are some of the systems that my company has developed over the years, through trial and error, in an attempt to keep theft to a minimum. We work at this every day and are constantly finding new methods of tightening things up a little bit more.

Game hasps and locks



The fronts, and sometimes backs, of all our games are hasped and padlocked to provide the first defense against outside break-ins. A small cashbox lock is placed on each cashbox and the location owner/manager has the only key. Each location has a different lock and key set-up. We also put these small padlocks right alongside our big padlocks on the coin door hasp when the game has over/under coin doors. A technician sent to repair the game has no need at all to open the bottom coin door.

Of course, it's not too hard to bend off a cashbox cover with the lock still in place, or use needlenose pliers to "fish out quarters," but let's make it as difficult as possible. A locked-down cashbox also decreases the chances of having the cashbox "lifted" when a technician is working on the back of a game while the front is open.

I use the cashbox lock method to force the location to become part of the collection procedure. Both the collector and the location are "supposed" to check and fill in the meter readings, witness the total count, and sign the collection report and receipt. We also make sure the signatures are legitimate. Many of our larger grossing locations actually request this type of collection procedure.

I am a strong believer in using Abloy door locks. They are more expensive than Ace locks. Abloy key blanks are much harder to get and the keys don't break as easily.

Collection reports, slips, and bag ties

Our collection sheet is in two parts (copies), listing each game with its previous coin meter reading and previous dollar collected amount. This report must be signed by both the location and collector; a copy is left with the location. As an added precaution against a misunderstanding, a three carbon receipt is filled out with the total amount of the collection and amount paid or to be paid, written out in words and numbers in check form.

The top white copy goes to the location, the yellow copy is attached to the collection sheet, and the pink copy is turned into the office along with the collector's weekly activity report that shows all the money the collector has handled for the entire week.

Next, the collector fills out a three carbon copy money slip. These two-inch by three-inch slips have the cash amount in dollars and cents, date, location name, destination of the money (usually the office), denomination circled (quarters, $1, $5 . . .), and the collector's initials. The top white copy goes into a money bag, the

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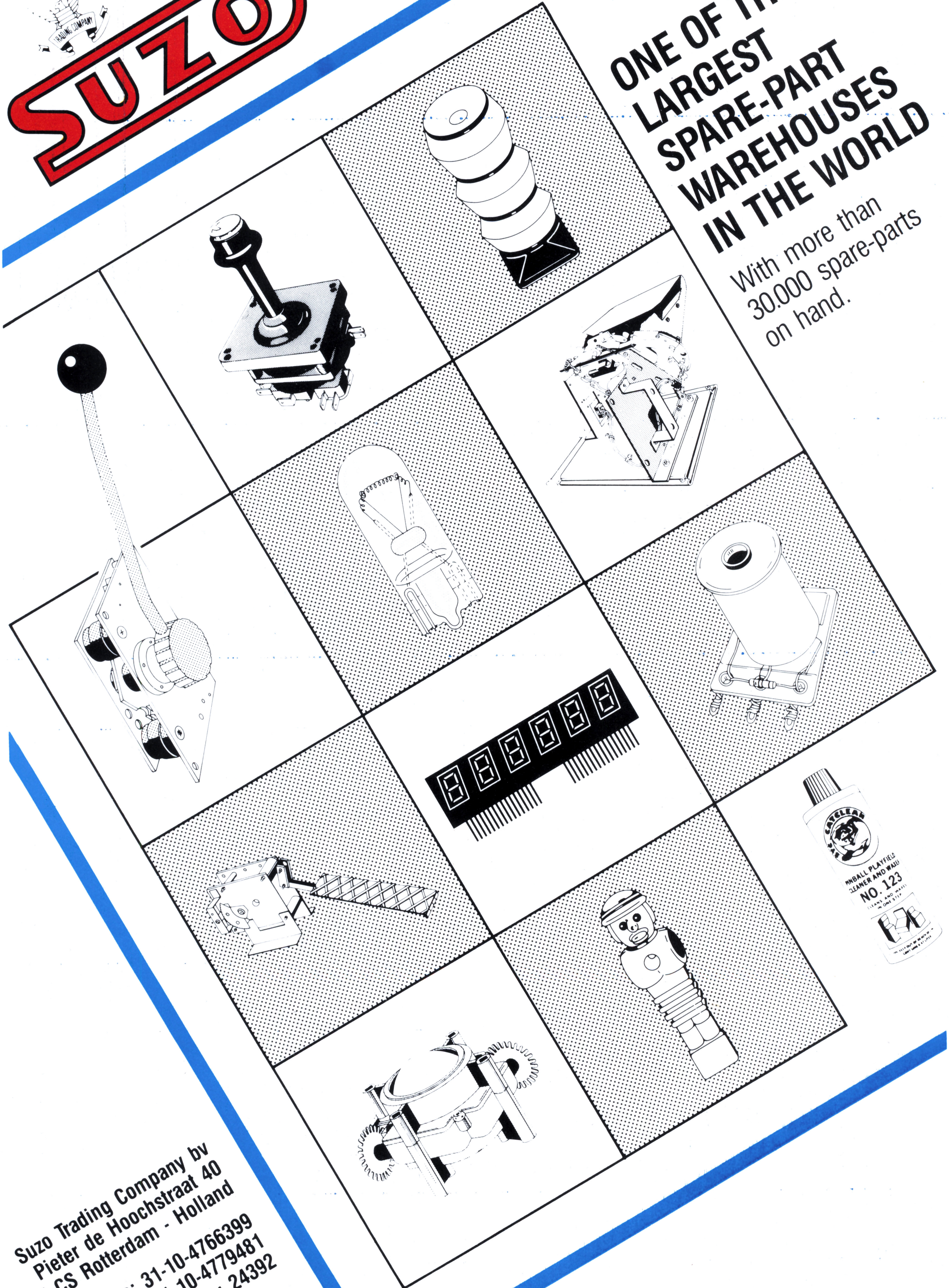
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yellow copy is attached to the collection report, and the pink copy is signed in at the office when the bag is dropped into the drop safe. Each bag must be witnessed and signed for by both the collector and a company supervisor on a Money Sign-In Sheet.

Each collector who doesn't bring his/her money back to the office each day, or is in a situation where another person has access to the bags (including family and friends), will receive a special "seal press" with a company code on it. This insures the collector and our company that once a bag is sealed at the location, no one can open and reseal the bag without it being obvious.

Computers help out

Each machine's present meter number is punched into the computer and a report is generated for each location, including a fictitious machine called *Meter Diff.* The meter difference is that figure between the actual amount collected and witnessed and the meter total amount. This amount must be kept to a minimum of less than one-half percent of the gross, according to many of our contracts. I've incorporated this into the contracts to help our locations help us run a tightly-controlled operation.

Any collector who has non-working meters on his route must have them repaired. Regardless of what stories your technicians and collectors tell you about why they didn't get around to fixing the coin meters, it looks bad for them as well as your company. The location naturally becomes suspicious of your company when week after week he/she sees that meters are broken and not repaired. You should become suspicious about your collector's approach to professionalism. I can't think of one reason why a meter should remain broken.

If you operate bill changers they must be inventoried once each week at collection time. The meters are very accurate, but the total banks need to be checked. This is the easiest area in which to run short because the location isn't concerned with the changer; it's not their money in the hoppers.

In theory, each collector has the only key to his bill changer(s) and must accompany any other employee who has reason to get inside the changer for service. In some cases, two employees may carry a key to the same bill changer when they overlap collection/service duties. Strict records on overages and shortages are kept on each collector each week and are reviewed at raise time. Sometimes raises are delayed until the shortages are reduced.

Every few months each collector must bring his coin counter to the office for an accuracy test. This helps reduce counting errors that seem to be theft-related, but are not. It's worth the time to eliminate the coin counter from being the culprit.

Vacations

One of the best methods of finding out how an employee runs his route is to make sure he takes a vacation, then have another employee do the collections in his place. Doing them yourself would be even better.

You'll find that insecure people don't like to take vacations because they feel their worth may be questioned if someone else jumps into their job. They could also be stealing. It pays to encourage employees to take their vacations when it's busy.

Ride a day with each route employee

Spending a day with each route employee is a policy that we have just reinstated. Watching how a person collects, repairs games, and handles money can often uncover procedures that cause errors, waste time, or increase the chance of outside theft.

I can think of a case where an employee asked a manager to "guard" the collection while he went into the next room to get a cart. Even though our collector was gone for less than a minute, and the manager's honesty is not to be questioned, you can imagine the possibilities. Result: $1,234 disappeared (two bags) when the manager let two delivery men into the location while he was supposed to be guarding the collection. Honesty and stupidity are two separate traits and completely non-related.

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Parts waste and theft

As far as I'm concerned, changing parts unnecessarily and neglecting and/or losing spare parts have the same negative effect on a company as outright theft. The ideal parts control system is one where each employee is assigned a package of parts according to a checklist. Each time a new part is required, the old part must be brought in and signed for when the exchange is made.

It helps to have a clear understanding of what parts are required for each game you operate and the frequency at which they are required. This will put you onto an employee who uses your parts to moonlight for another vendor or operate a home service business with no overhead.

It's a shame that the general public views our industry in an unfavorable light. Many believe that all operators steal from their location's collections. This idea used to upset me. Now I take the approach that I need my locations to help me eliminate the possibility of theft on my route. It would be utterly crazy for me to actually pay collectors to steal from my locations. I need to be in control of my business, and this would put me completely out of control!

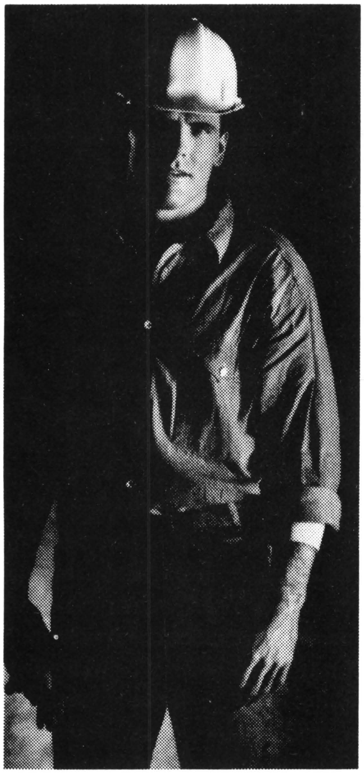
We need all the help we can get to run a clean business. Using your locations to help you keep it that way sure helps to spread the good word around town about your integrity. It's a lot more believable when your customers, rather than your salesmen, talk about your honesty.

Take control of your company. It's one of the smartest things you can do for your business. Your gross collections can only do one of two things: remain the same if all your employees are 100 percent honest, or increase. The odds are stacked in your favor that your bottom line will improve.

Editor's Note: Regional seminars are expanding in scope. Frank and Star Tech Journal have agreed to present several weekend seminars conducted at distributorships around the country. Each session will consist of two groups.*

The first is for **company owners only** (or top level managers) and will cover such topics as "How to Save Big Dollars by Shopping for Liability and Health Insurance," "Cash Control Systems that Save Time and Money," "Hiring and Disciplining Employees," "How to Find Good Employees," "The Value of Contracts," "Negotiating Techniques," "Evaluating a Business," "Protecting Your Business," "Reducing Your Taxes," "How to Obtain Bank Credit," "How to Market Your Company for the 1990's," "ROI Made Simple," and more. Frank will impart his views based on 20-plus years of operating.

The second group will consist of two full days of technical **hands-on lab training** for the above-average technician. Star*Tech's regular columnists will help attendees repair monitors, logic boards, and power supplies right in a distributor's service facility. Stay tuned for more details. ☐



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Mark Gavett

Miscellaneous problems and solutions

Coin acceptors

Since the last article, several problems have arisen that I feel everyone, including those lucky enough to be in the shop all day, should know about. One of the biggest problems that seems to occur continually is the small but quite significant differences in coin acceptor mechanisms. Believe me, these small differences really cause havoc on our route.

The coin acceptors that I am referring to are the S-10 and the Gold Mech by Coin Controls and the Series 100 coin mech by Coin Mechanisms. Although these two coin acceptors look interchangeable, they are not. Yes, they will physically interchange, but if you look at the Coin Controls coin mechanism you will notice that the coin entry on the hinged side of the mechanism (this is the part with the coin cradle on it) is slightly taller than the Coin Mechanisms' version.

If the Coin Controls mechanism is installed into a Coin Mechanisms coin door by mistake, it causes some very costly repairs. When a coin passes through the entry bezel and rolls down the coin chute, and the coin is ready to make that dreadful 90 degree turn to drop into the coin mechanism entry, you will notice about a 3/16-inch gap between the bottom of the chute and the coin mechanism on the hinged side.

This gap is just enough room for the coin to drop out and actually bypass the coin mechanism, as well as the coin switch. After the coin drops into the bottom of the cabinet, you have an angry customer who is determined to get his money back, usually with as much damage as possible. That is one of the differences between the two coin mechanisms.

On the Coin Controls mechanisms, I have seen a greater than 75 percent failure rate due to a misadjusted magnet setting. If the magnets are adjusted improperly, as the coin tries to pass the magnet it gets squeezed to a complete stop and hangs up in the middle of the magnet. This problem can exist in both coin acceptors and should be checked on every new game purchased.

One other interesting point is on the Coin Controls door. When you push the coin-return button into its deepest position, it will wedge or stick—causing loss of revenue. Again, if you have a Coin Controls door, be sure that you only use Coin Controls rejecters with it, and vise versa with the Coin Mechanisms unit. It is also recommended that if you are repairing or upgrading your equipment, replace all of the entry bezels with metal bezels on either of these doors. Metal bezels are standard equipment on the Coin Acceptors door.

If you are purchasing a door to install on a new *Knock Down* cabinet, a metal coin entry bezel and a metal coin return bezel are recommended. The metal bezels usually will not be damaged with a small kick to the door like their plastic counterparts.

Control panel wiring

Another problem we've been seeing is the way control panels are being wired in both dedicated and kit versions. The problem is in the way the grounds are run to all of the switches. If you have only one ground wire that jumps from one switch to another, then to another, and so on, should a break develop in the single one-wire ground run, you have another service call. If you add a piece of wire from the first switch in the line and jump it to the last, you may just save yourself an uncalled for service call. This tip has saved our routemen many calls on games such as *Track and Field*.

Tilt circuits

I have been asked if I know a way to add a tilt circuit to a game that was not equipped for one or did not offer one. The answer is yes, it can be done. This is a simple task if you have a schematic to the game or have knowledge of microprocessor circuits. I strongly recommend that a qualified technician use these suggestions to modify a game board. If you are the victim of abnormal game abuse to get free credits or money, then you may want to add a tilt switch or plumb bob (as used in the pinball machines) to reset your game after being kicked. Simply follow the steps below (See Figure 1):

1. Mount a tilt mechanism to the inside of the game cabinet, as close to the area that is a problem.
2. Connect one side of the switch to the ground side of any game switch, usually a coin or control panel switch.
3. Locate the reset circuit for the microprocessor. Connect a wire to the positive side of the reset delay capacitor. Then connect the other end of the wire to

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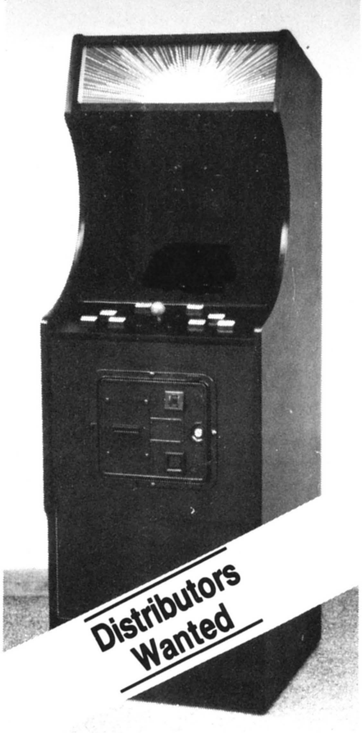

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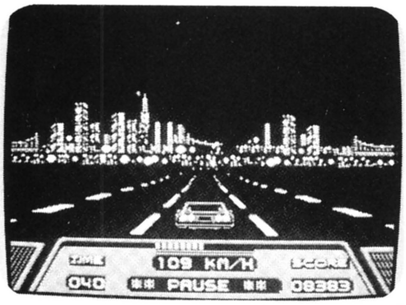

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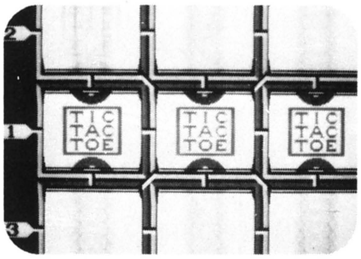


TWO GAMES IN ONE !
SWITCHED FROM ACROSS THE ROOM WITH THE SIMPLE TOUCH OF A BUTTON!

the other lead of the tilt mechanism.

This will effectively reset the entire game board as if power were turned off and right back on again. There is one situation, however, that you should be aware of: if the tilt mechanism gets stuck in the closed position, the game board will not come out of reset and will require a service call.

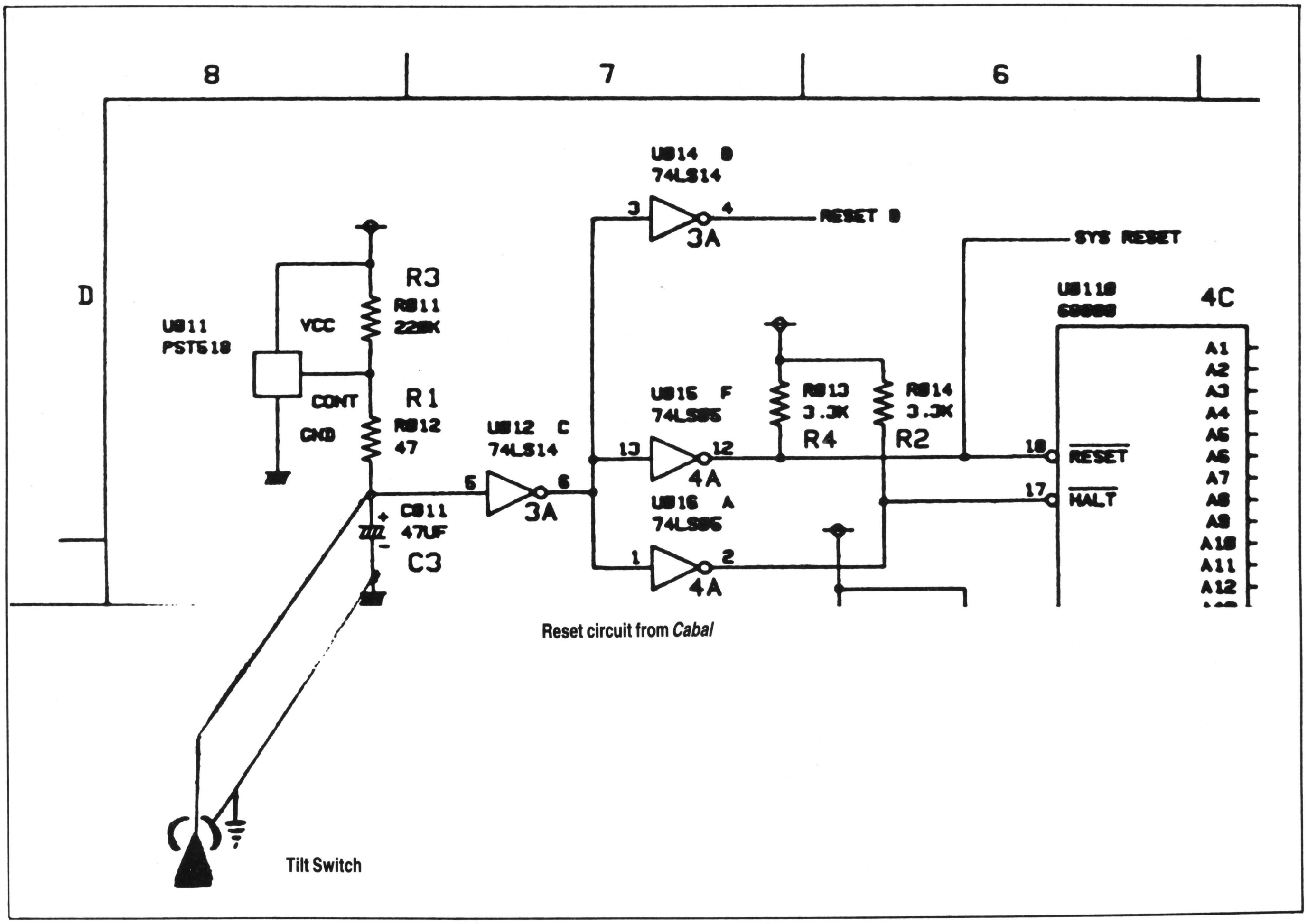
The stuck coin

On several occasions, I've been sent out on calls that our people thought involved defective logic boards. As it turned out, the game hardware designer fell asleep on the job. The production guys took the game away early and completely missed this problem. If you have a game that appears to be locked up, and the power supply is good, it would be a good idea to check the last place you would expect: the old stuck-coin-holding-the-coin-switch-down trick.

In many cases, this problem will cause the game to lock at power up and usually will give a blank screen on the monitor. I hope that more and more manufacturers will account for stuck or inactive switches and display the status on the monitor or displays. It could be a simple asterisk in the corner of the display. This practice was put to use on most of the Williams pinballs since *Fire*. Williams pinballs light up the commas on the score display if there is a stuck coin switch or a switch that has not been made in several game. This feature makes it easy to spot coin jams or switch problems while just walking through or collecting. I hope the video portion of the industry catches on to this idea in the near future.

Dynamite Duke

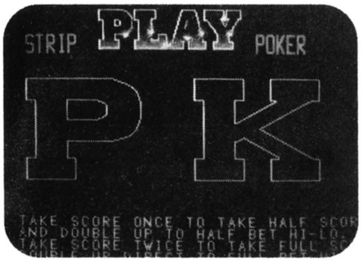
Dynamite Duke is a very good game, ''a players game,'' but in some locations you don't always have a good experienced player. Changing the difficulty setting to a little easier may just help the earnings in these locations. I have noticed that, depending on how the boards are mounted in the game, Duke's objects may have blocks in them or lines in them. Don't panic. *Dynamite Duke* uses two boards with several small header plugs between them. More than likely, one or two of these connectors are separated. Simply squeeze all the connectors together. By the way, *Dynamite Duke* is a ''one-player only'' game. (Note: I would like to thank Fabtek for the use of *Cabal* as an example for reset circuits.) ☐

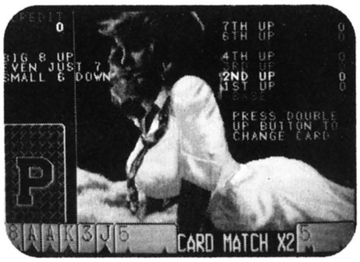

8
7
6
D
U011
PST518
VCC
CONT
GND
R3
R011
220K
R1
R012
47
C011
47UF
C3
U012 C
74LS14
5
6
3A
U014 B
74LS14
3
4
3A
RESET B
U015 F
74LS05
13
12
4A
U016 A
74LS05
1
2
4A
R013
3.3K
R4
R014
3.3K
R2
SYS RESET
U0110
68000
4C
18
RESET
17
HALT
A1
A2
A3
A4
A5
A6
A7
A8
A9
A10
A11
A12
Tilt Switch

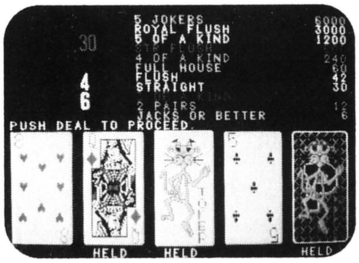
Reset circuit from *Cabal*

CASINO GAMES ARE HOT!!!

"STRIP POKER"


STRIP
PLAY
POKER
PK
TAKE SCORE ONCE TO TAKE HALF SCOR
AND DOUBLE UP TO HALF BET HI-LO.
TAKE SCORE TWICE TO TAKE FULL SC


0
BIG 8 UP
EVEN JUST 7
SMALL 6 DOWN
7TH UP
6TH UP
4TH UP
2ND UP
1ST UP
PRESS DOUBLE
UP BUTTON TO
CHANGE CARD
P
CARD MATCH X2


5 JOKERS 5000
ROYAL FLUSH 3000
5 OF A KIND 1200
4 OF A KIND 240
FULL HOUSE 60
FLUSH 42
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EASY DIP SWITCH SETTINGS

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BOARD - HARNESS
BUTTONS
POWER SUPPLY
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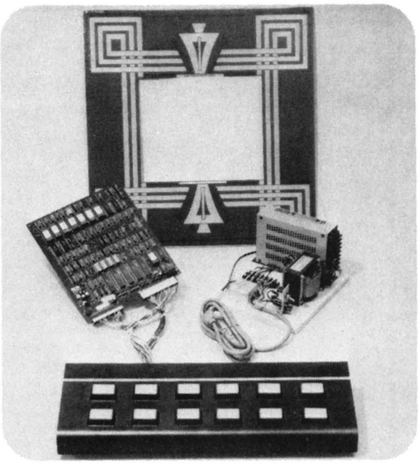

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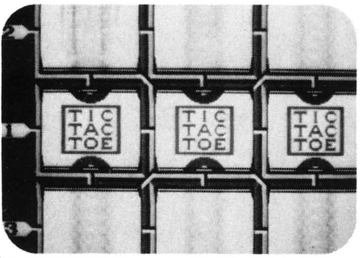
2
1
3
TIC TAC TOE
TIC TAC TOE
TIC TAC TOE

TIC - TAC - TOE

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Dip switch adjustments on *Play Choice-10*

The *PlayChoice-10* earning potential could be seriously affected if the dip switches are not adjusted to one of the listed options available.

Service Bulletin #PCH-4

Example: If the dip switches are all left off, one coin allows 20 minutes of playing time.

Following is the factory-recommended option that allows three minutes for one coin, and an additional three minutes with a 25 percent (45 seconds) incentive bonus for a second coin.

Of course, the best way to determine which option to utilize is operator knowledge and experience with the location.

For a complete option listing, refer to the dip switch option inserts of the Operations Manual. An option listing placard is included with each conversion kit or stapled to the inside of the back door of each upright.

SW1

A	B	C	D	E	F	G	H
1	2	3	4	5	6	7	8
On,	Off,	Off,	On,	Off,	Off,	On,	Off

SW1

I	J	K	L	M	N	O	P
1	2	3	4	5	6	7	8
Off,	Off,	Off,	On,	Off,	On,	Off,	On

Note: The "300" that appears on the timer after coin insertion refers to time units. The "300" will always appear for one coin, but will count down in increments of time determined by the dip switch setting.

To acquire a copy of the dip switch options, or answers to any questions, call 1-800-633-3236 and ask for Coin-Op Service. ☐

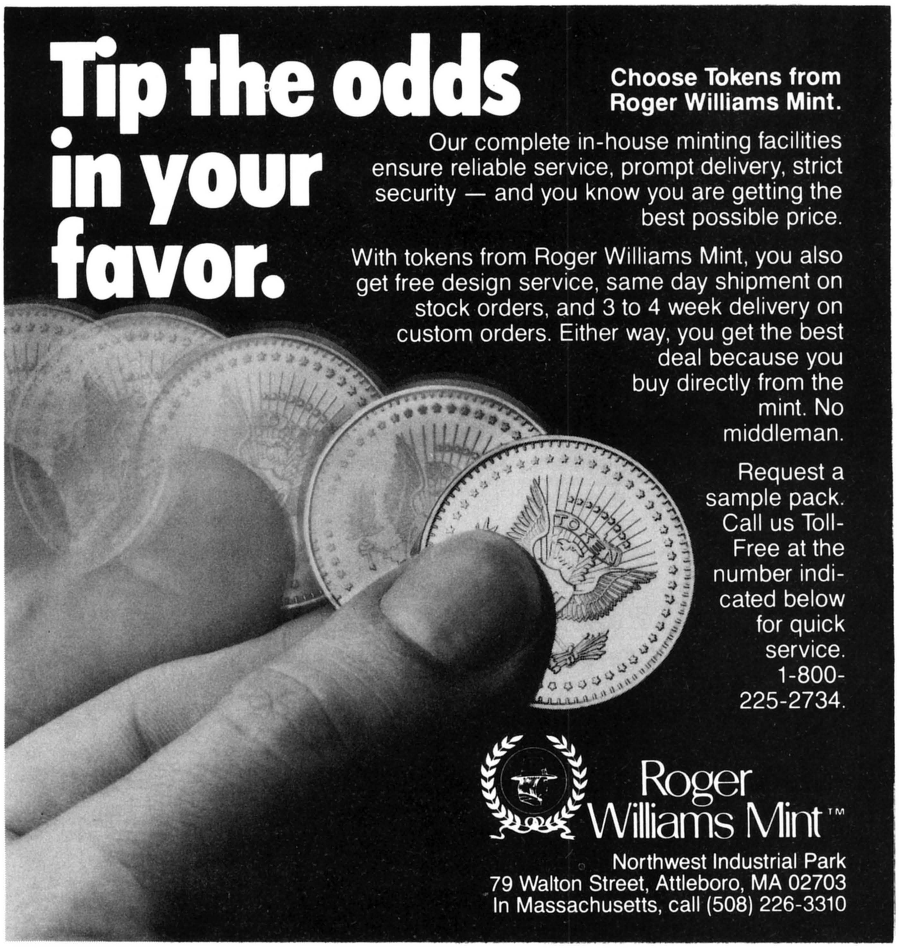
Super Monaco GP service bulletin

This Field Service Bulletin #28 applies to the steering wheel, butterfly shifter, and steering cam on *Super Monaco GP*.

1. Remove the steering wheel on the game.
2. Disassemble the Butterfly Shifter:
   - A. Remove the black plastic Shift Covers (SLC-1132 & SLC-1133) that house the Butterfly Shifter.
   - B. Identify the four screws (000-0408FS) that hold the Pin Brackets (SLC-1304); see Figure A.
   - C. Make sure these screws are tight.
   - D. Use a small center punch and deform the screw threads on all four screws after they have gone through the Pin Brackets.
3. Reassemble the Butterfly Shifter.
4. Reassemble the steering wheel using Blue Loctite (Loctite #242 Threadlocker or equivalent) on the 3-M6 x 14 steering wheel screws.

On the upright game only:

5. Identify the two springs (SLC-1125)



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that are on the Handle Unit (SLC-1116) see Figure B. The springs are used to return the steering wheel to center. Remove one of the springs and keep it as a spare part. This will reduce the wear on the Cam (SOR)-2114).

For more information, call your Sega distributor or Sega Enterprises Inc. USA (408) 435-0201. ☐

Butterfly Shifter

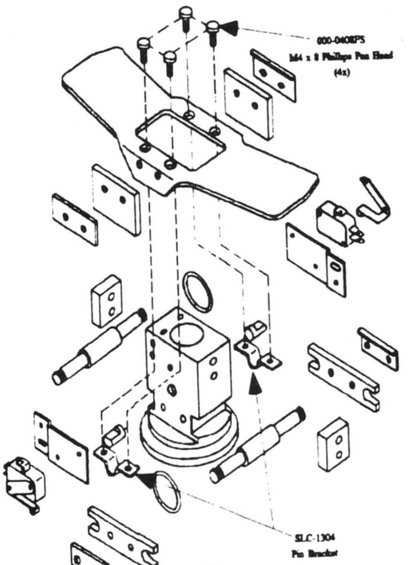

Figure A

Handle Unit

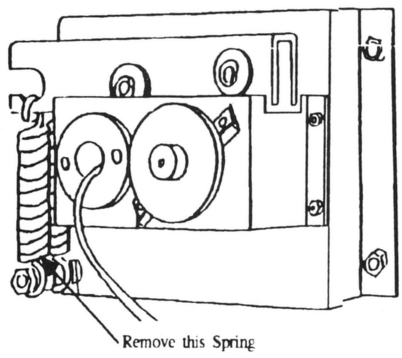

Figure B

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Program #2 Semiconductors — Approximately 30 minutes — $29.95

Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95

Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95

The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95

The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

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Tom Cahill

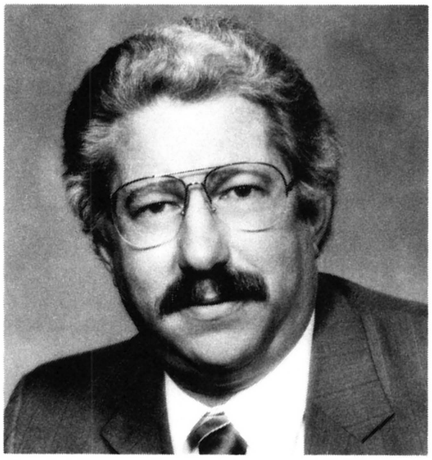
Service: as important as the right equipment

When it comes to making a profit, the service and maintenance of equipment is as important as having the right equipment for your account. With the competition growing in the operations and manufacturing aspect of our industry, service is one of the edges that you can give your customer in order to maintain higher earnings and reinforce the loyalty of your accounts.

As a non-operator, I have had the opportunity to observe operations in all different locations around the world. I have been doing many service seminars and shows in the last four years, and have seen a change in the way operators are maintaining and operating their equipment. Some have regular maintenance schedules that they strictly follow. Others have a method of fixing only what is broken.

There are those who bring the equipment back to the shop and then completely re-do and rotate. Some operators buy new equipment often and trade it in before it has a lot of wear. Others buy and operate only used equipment.

Operators that maintain their equipment always seem to keep their accounts and continue to show a profit. It doesn't matter if it's the big guy up the block or the little guy down the street, service is helping them stay profitable. Obviously, this benefits the player. And, as we all recognize, players pay more and will play more on good working equipment.


Tom Cahill

The operator that leaves his equipment non-functional and continuously dirty has lower collections than the guy up the street that does continual maintenance. The players usually know the locations and play on the best equipment. One of my favorite statements that I hear from operators is, "I am the only place where they can play." I say to myself, "Or not play at all, or go home and play their home games." We lose players, locations, and profits due to poor maintenance of equipment.

I have been told by a few operators that pinball machines are not profitable for them. After talking with them, I discover that most of the time the operator either 1) operates other coin-operated equipment, 2) is satisfied with operating old, beat-up equipment, or 3) does not do preventative maintenance. The excuse is that he doesn't have enough time, or that there are not enough people to do it because the boss won't hire someone to help clean equipment. Some of the comments that I have made are well known by many operators. They just shrug their shoulders and say "I know," but still there's little action taken to increase preventative maintenance, which translates into continued lost profits.

Service from the manufacturers' point of view means communicating information from the player, operator, and distributor back to the designer, manufacturer, and quality departments within the company. That information then goes back to the player, operator, and distributor. What is the best means of communicating information to all concerned?

We use different methods for different types of information. Service seminars at the distributors' locations or for state associations are very effective for the personalized approach. This allows us the opportunity to talk with a varied group of operators, technicians, collectors, and owners at the same time, getting an idea of the problems that they see in each aspect of their daily duties. It also gives me an idea of what to expect in different regions of the world with different operating conditions.

In addition, it helps in supporting the associations, which are needed for operators to work as a group in maintaining the best operating conditions for our industry.

The equipment registration cards that each manufacturer sends with their equipment is an important source of information. It allows the manufacturer to be informed as to who is receiving the equipment, what condition it's in, or any other problems they may have in set-up. Also, tips and suggestions are often used in future decisions when it comes to the type and style of equipment each manufacturer should create. (By the way, every card is read here at Williams and Midway Manufacturing.)

Service is not just fixing equipment. It's also treating the customer to the best operating conditions possible, having the right answers, the right stock of spare parts, and the knowledge to operate each type of equipment that you use in your business. It's giving the extra that your competition doesn't and working with the customer to help both of you make more profits.

> ***"Equipment registration cards allow the manufacturer to be informed as to who is receiving the equipment and what condition it's in."***

I had planned on doing this article on service ideas for pinball machines. I was going to say that you should keep your machines clean, that replacement parts should be the correct factory recommended parts (not the no-blow fuse and coat hanger style of repair). I was also going to show how to set up games for your locations, prepare them for the best player appeal at each location, and give ideas for repair tips on playfield repair and board repair. However, I will cover these subjects in future articles.

I would like to say, as I always hear from some of the operators, "I only have three-and-a-half minutes to get in and out of my location; I don't have time." We all have this excuse, but let's make a point to take the time.

I would hate to see Valerie stop playing games because of poor maintenance (as published in one of her recent editorials). But let's face it, some players don't continue to play! Even some operators don't continue!

I would appreciate hearing from operators and technicians on the topics of service and repair, either directly or through Play Meter. We all benefit from getting service information and tips. ☐

Tom Cahill is the technical field support manager at Williams and Midway. He notes, "We are trying to be responsive to our customers' needs, but we truly need your help and support. Maintenance and service aren't issues to be feared or ignored. Together we can make a difference—manufacturer, distributor, and operator—so that the player benefits. When the player is happy—getting enjoyment for his entertainment dollar—we all succeed. That, after all, is the bottom line. Working together is more profitable for all."

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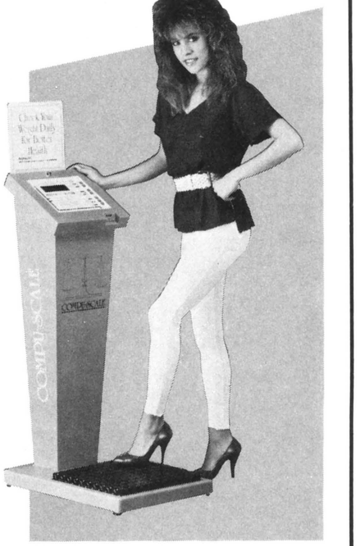


Boyd Franks

Using the IC removal tool

I have developed some different techniques for removing ICs. You are likely to learn how to do them out of a textbook. All of the techniques are fast, some are even faster, and still others are truly unique.

Of all the techniques shown, none surpass the speed of a device I developed. That includes expensive desoldering stations used by military repair depots. I found this out from a person who used one of these desoldering stations all day long, every day, doing nothing but removing ICs. She watched me demonstrate the desoldering tools, tried them out herself, then purchased the set.

The IC desoldering bit kit consists of an eight-bit set, which will remove ICs from eight through 40 pins. The soldering iron is not included in the price, but if you own a 33- or 55-watt Radio Shack or Ungar soldering iron, you won't have to buy it.

Selecting proper wattage size

I've found that a 33-watt Radio Shack heating element, #64-2082-A, works best on 16-pin ICs and under when doing repairs. A 45-watt Ungar heating element, #4037, is best for 24- through 40-pin IC removal when doing repairs or salvaging lots of ICs quickly. Some Radio Shacks may still have a 45-watt heating element available, #64-2083.

Good heat conductivity on *all* IC pins is absolutely essential to rapid removal of ICs. Before using a tip for the first time, remove any surface oxides by rubbing with steel wool or sandpaper. You can also use a wire wheel in your drill to brighten the working surface. This will allow the solder to adhere properly and do its job.

Next, screw the tip onto the soldering iron and allow it to heat to the melting temperature of solder. Don't use acid core solder, as it will cause invisible conductive paths on your circuit boards. The effect is weird problems later on, including delayed corrosion in every solder joint that it's used on.

How to use it

For repairs, I like to use the tool in a vertical position, with the circuit board laying flat on the table. When salvaging ICs, I prefer to clamp the circuit board in a vice. That's because when you're making repairs, the last thing you want is to have molten solder drop into an adjacent IC and short the pin out. Falling drops of molten solder can easily get under an IC and short it out, causing a hard-to-find problem.

I like to clamp the board vertically in a vice and heat the IC from the bottom. I recommend a 45-watt iron for fastest speed when salvaging, since it doesn't matter if heat damages a junk board. Otherwise, I use the 45-watt iron only when repairing the larger ICs.

There are two secrets that are absolutely essential to quality and productivity when using this tool. The first is to flood all of the IC pins with solder while applying heat with the tool. The second is to make sure that *all* pins are thoroughly wetted by the solder.

When removing ICs with the tool during repair, heat them from the top. The reason: when the IC is pulled out, you are less likely to yank it through hole platings or tear loose tracings due to unmelted solder adhering to the top of the IC legs. This only occurs when an IC is heated from the bottom. The IC is heated along one row of its pins at a time; it is removed much like opening a book.

There are going to be times when it's best to remove the IC while holding the board in a vertical position. When making a repair, you may find that an IC with a pin on the bottom that's soldered to a large area needs to be removed. (I'm referring to a large area such as a shield or ground plane.) In this case, you will need to heat the pins from the IC side with the tool.

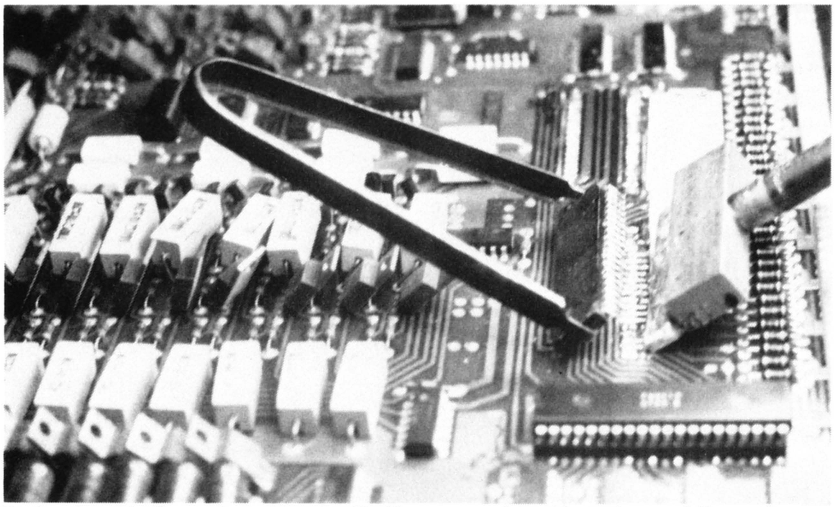
Have a friend heat the pin that's soldered to the large area with a large wattage iron or soldering pistol. That is because the large area of copper cladding attached to the pin will carry the heat away too fast for the tool to do its work properly. This problem is not a frequent one, but it does occur.

Removing ICs from tight, crowded space

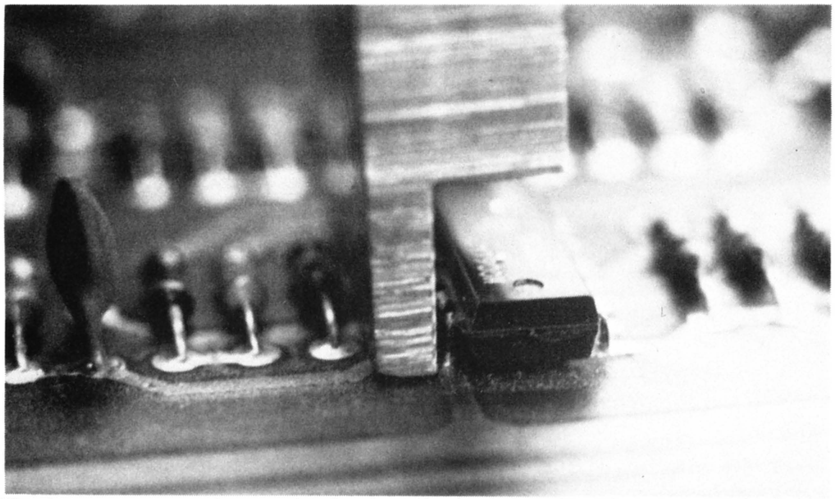
Though I prefer to heat IC pins with the backside of the tool, when things get crowded, the IC can be straddled with the tool. The IC can be flipped out one side at a time, using a screwdriver, pocket knife tip, or IC puller tool.

And even though it would appear that flooding the work area with solder would be messy, it isn't. The circuit board being repaired is held overhead and away from one's face and body. The excess solder is

The kit of eight bits. The ICs shown in the picture were salvaged from a junk board in less than an hour.



Here's a shot of the IC removing tool in action. The ICs are removed one side at a time, much like opening a book, in rapid succession.



When large components such as capacitors interfere with using the back side of the tool, straddle the IC with the tool.

drained away rapidly from the circuit board. While still hot, the IC removal tool is unscrewed from the iron and replaced with a regular soldering tip for the next phase of the repair.

Excess webs of solder are mopped up using your favorite brand of desoldering braid. An ordinary straight pin or safety pin can then be shoved through each preheated hole, one at a time, to do a beautiful job of cleaning out the holes. The solder "pipes" on the bottom side may be brushed off. Desoldering braid can then be applied to the bottom to finish the job.

Practice makes perfect

I strongly urge you to practice with some junk circuit boards. Perfect these techniques before jumping in cold turkey and messing up someone's $1,000 board. The techniques are easy to learn, but since this is an unorthodox method for removing an IC, it will take anyone at least a small amount of practice. I think you will find that using this tool and these techniques will drastically cut the amount of time needed to change out an IC.

I have shown this trick and a great many others on our Video Repair School tapes. They enabled me to keep my sanity and sleep in my own bed at night while I was the only repairman for over 4,000 games (87 operators) in a three-state area. I hope that these and other shortcuts will give you some free time to spend with your family.

Boyd's common sense tips

Circus magnate P.T. Barnum once said, "There's a sucker born every minute." I think he was being optimistic; there's probably more than that. Don't be one of them.

If you're like most people, you work hard. At the end of the day, the pile of money left to call your own isn't nearly as big as you would like it to be, given the amount of effort put into creating it. Here are some thoughts on how to hang on to what's yours.

As my grandpappy used to say:

1. If money is no object, it's probably your money they're talking about.

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These secrets have allowed one man to be the sole repairman for over 4,000 video games and pinball machines. For video games & pinballs. Save money! Repair your own games on location! Fix the easy ones; carry the hard to fix ones back to town for repairs. These videotapes are designed to teach the person with little or no knowledge of electronics how to make a good repair & fix some of the more common problems likely to be found in a game which has stopped working. These are not courses in electronics, but explain how to recognize easy to repair problems & how to make a professional looking high reliability repair.

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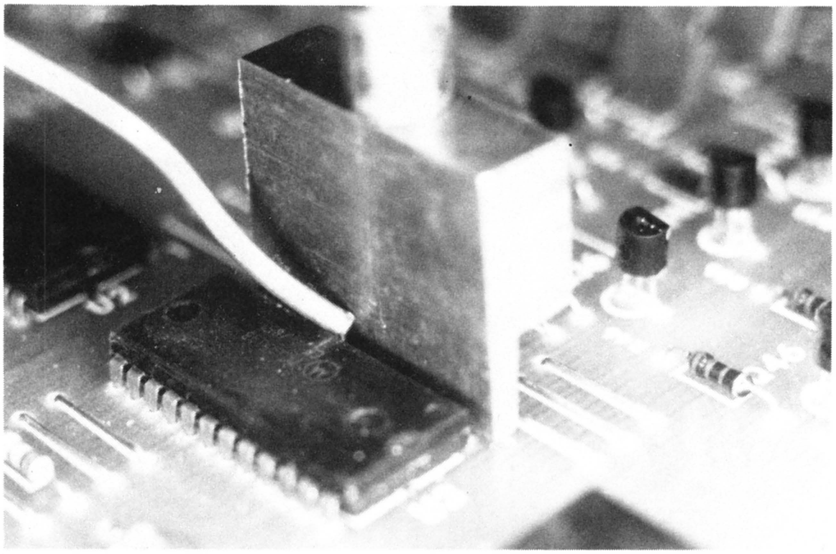
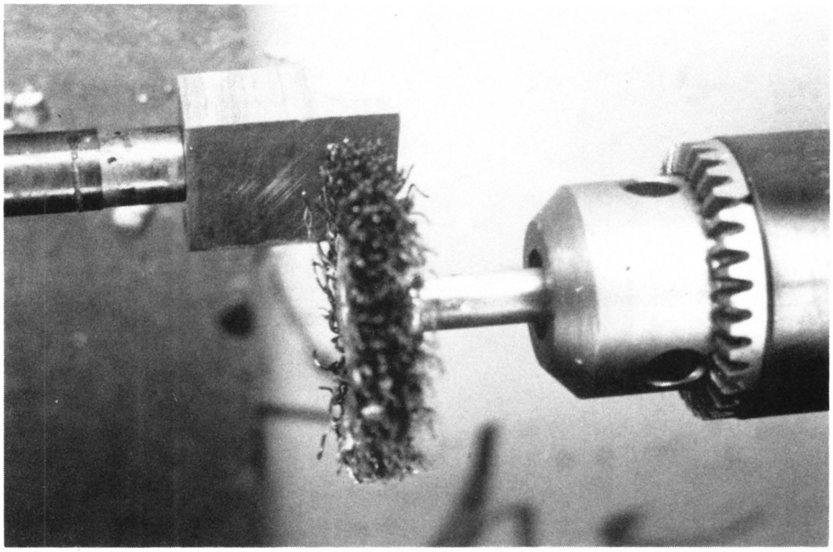


If there is room on the circuit board, I prefer to use the back side of the tool to heat the pins with. That's because it is easier to see when you have flooded all of the IC pins with solder.



Before attempting to use the IC desoldering bits, brighten the working surfaces with a wire wheel in your drill, or use sandpaper, a knife blade, or steel wool.

2. Don't let your greed glands overpower your brains.
3. If it sounds too good to be true, it usually is.
4. The surest way to double your money is to fold it in half and put it in your pocket.
5. You can't cheat an honest man.

Here are some of my investment strategies:

1. Invest in no one's dreams or schemes but your own.
2. If you don't have any good investment strategies, spend your money and enjoy it. Money depreciates rapidly just sitting around, due to inflation. Besides, if you die, you can't take it with you.
3. If you're busy, don't take on a partner; hire a flunky instead. If things don't work out, you can't fire a partner.

If you have any questions or need more information, write Boyd Franks, Video Repair School, P.O. Box 121, Glen, MS 38846; (601) 287-1594. ☐

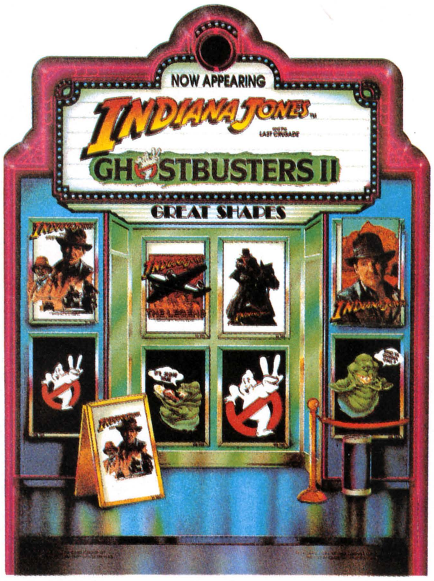
Bonnie Theard

Holiday fuzzies and other new prize choices

One of the most pleasant aspects of operating cranes and redemption equipment is choosing prizes. It's a chance for the kid in all of us to come out. These days, the selection of plush, toys, and jewelry items is so varied it's difficult to keep up with everything that's new.

In the last two columns we mentioned several holiday items to keep you informed of the latest choices. Whether you desire small or large seasonal plush items, PMI Toys & Novelties has a big selection. Pictured are the **Assorted Christmas Animals** (#AT130) that stand 11.5 inches high, priced at $39 per dozen. The extra-soft dog, bear, and mouse are all outfitted with red and white caps and mufflers.

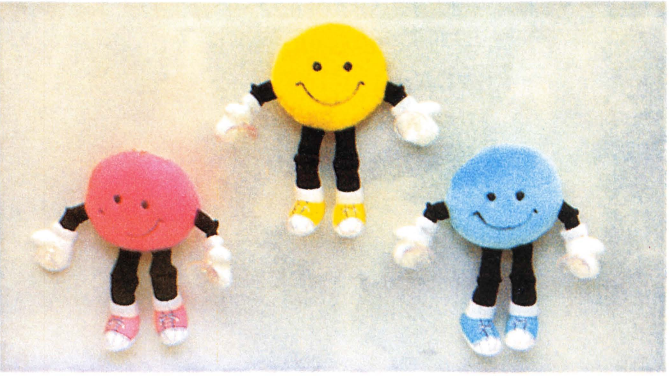
A smaller assortment (#117HB) features a panda, mouse, and dog that stand seven inches tall, priced at $12 per dozen. For more information, call PMI (800) 638-3833 or (214) 226-0117.



Rosette brings out a new ''stick-on'' item with the ever-popular *Smile Face* done in pink, blue, or yellow plush. Dangling legs create an interesting movement when the prizes are secured in place. Two sizes are available: eight inches (#305), three dozen to a pack; and 3.5 inches (#03030), four dozen to a pack. For pricing and more information, call Rosette (800) 426-6665 or (215) 668-8392.

Bonita Marie has just been awarded the exclusive rights to distribute Lucas Films' *Ghost Busters and Indiana Jones Collectible Pins*. Seven styles are available; each measure two by three inches. Pictures of Slimer and Indy will attract players of all ages. For more information, call Bonita Marie International (800) 272-6375 or (201) 349-1194.

All merchandise suppliers are invited to submit items for this column. It's a surefire way to reach our operator readers across the country. ☐



READER'S RESPONSE

Operators, this column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments and will print letters as received when possible.

We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you so request. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.

Real estate agents too?

I couldn't find the "Pocket Guide to Casino Betting" enclosed within my recent issue of Play Meter, but I enjoyed the AMOA without it. It was sure nice to have the convention out of Chicago for a change.

I've noticed that a fair percentage of operators are also involved in real estate. We are, and I know of two other operators in central Florida who are also. I called Red Baron and they answered the toll-free phone number as a real estate concern. Any polls taken on this similarity in businesses, or is it just a coincidence? The type of real estate I'm speaking of is residential rental property—lower middle income properties to be exact.

Did you know that the greater Orlando area now has more hotel rooms (74,000) than any other metropolitan area of the United States? It's true as of June 30, 1989, when a recent national survey of hotel/motel owners was taken. Yet, Orlando still has only two full-time distributors of video games, jukeboxes, pool tables, etc.

Orlando, Florida

Buyer beware

I believe that the thing most wrong about the coin machine business is the manufacturers' policy of "buyer beware." They rush out a lot of new games and kits at high prices that they either know are junk or have failed to properly test. Then they recommend them as good performers when they are not.

This leaves the operator stuck with them with no recourse. The distributor is left to face the anger of the operator, and he is also stuck with unsold inventory.

What the industry needs is integrity at all levels, starting with the manufacturer and the distributor. The operator needs the integrity to compete on the basis of better equipment and better service. In short, he needs to compete by doing a good job—not on unrealistic commissions.

Lubbock, Texas

In defense of home games

I am just a typical operator who has been following the controversy about home games. Many of my fellow operators complain that Nintendo has hurt the coin-op industry, along with similiar complaints.

I would like to express my opinion that it just isn't true. Home games may seem like stiff competition, but nothing has done more to educate the public on video games. Kids will always want to go where their friends are. They don't want to stay cooped up at home playing games when they could be at the arcade with their friends.

And as far as Nintendo goes, I can't think of a company that has done more for the industry. They aren't the ones manufacturing most of the games for their home system; it's all the other manufacturers in this industry. Yet, it seems like Nintendo is always the one getting dumped on. I say no fair. Take a serious look at the return on investment you have made on Nintendo games, then look at some the others. I rest my case. □

St. Louis, Missouri

AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

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Crime City

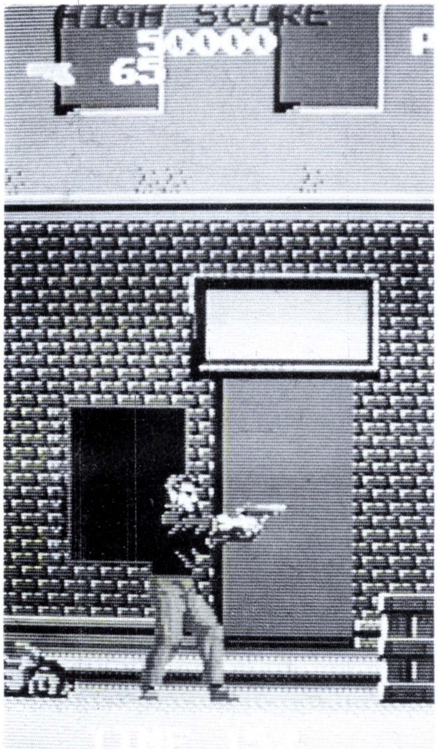
Ferreting out gang leaders responsible for rampant crime and corruption is the challenge extended to video players in Taito's *Crime City*.

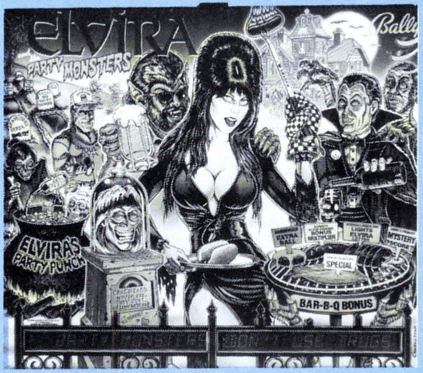
The one- or two-player horizontal game brings players to an honest city where murder, kidnapping, and drug trafficking are now common. Players take on the persona of Tony Gibson or Raymond Brody, two citizens determined to rid the city of its high crime level and bring back law and order.

Players travel on foot through the roughest neighborhoods of Crime City, traveling through six stages with varying scenes. Each stage has a specific criminal activity that must be stopped before proceeding to the next. The goal is to find the gang leaders and bring them to justice.

Players pick up special weapons along the way as they disarm the criminals. Seized drugs gain special bonus points. As players are injured, their life gauges are partially reduced.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, Il 60090; (312) 520-9280 (Fax 312-520-1309).





Elvira and the Party Monsters

Designers must have had a field day with Bally's newest pinball game, *Elvira and the Party Monsters*, both with the game play and graphics. As if a skull cave, jumper bumpers, boogie men, and a monster slide were not enough, they topped off the design with curvaceous Elvira, every man's late night cupcake.

The game's backglass deserves a second reading, so many humorous touches could be missed the first time around. Action abounds on the playfield as spelling E-L-V-I-R-A lights the skull cave for three million points. Shooting three balls into the skull cave energizes the crypt kicker and the playfield is covered in darkness. Appropriately, organ music sets the mood. Then a voice yells "Party!," and three balls fly out of the crypt.

Players who learn how to party Elvira's way can collect the Party Monster jackpot that starts at one million points and keeps building during multi-ball play. For added interest, the bumper caps jump up and down. A chance to join Elvira's pinball party runs 50 cents a pop.

For more information, or distributor referral, write Midway Mfg. Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240 (Fax 312-267-3747.

Draw Poker

SMS Mfg. introduces its casino-styled, Montana approved *Draw Poker* game that comes with many standard features and options.

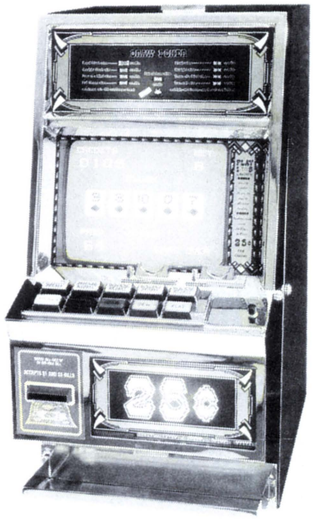
The cabinet is all steel, front and back, with a highly-polished chromed front door, anti-jam front door lock, logic board housed in a separate locked compartment, and removable player control panel that allows for quick conversion to other SMS games.

The monitor is a 13-inch Wells Gardner color monitor with front controls. There are two coin acceptors and built-in cutters and anti-string/timing features. Also standard are the full-sized player control buttons and mechanical meters that can be read through the machine's exterior.

Ease of serviceability is insured by several "one screw" releases to remove vital game parts. Separate tray-mounting of interior components means trouble-shooting can be done on a bench. The game is factory prepared for an optional bill acceptor.

Optional configurations include adaptability as a ticket printer game or coin or token dispensing game.

For more information, or distributor referral, write SMS Mfg. Corp., 601 Prospect St., Lakewood, NJ 08701; (800) 221-0138 or (201) 370-3030 (Fax 201-363-6329).



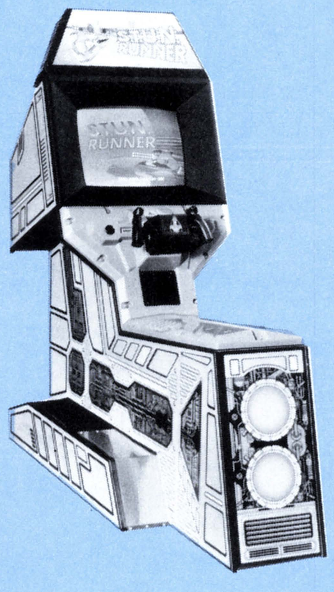
Shuffle Inn

Williams introduces its latest shuffle alley game, aptly named *Shuffle Inn*, that features a backglass of country mice sitting at the bar in a time-worn saloon.

An enhanced sound and speech effects package adds to the appeal of games like Regulation, Flash, Strike 90, and Tic Tac Strike. The new game option of Big Strike scores just like regulation bowling, except that with every three X's in a row players receive 500 bonus points. When players achieve strikes in all the odd numbered frames to light up the Big Strike, a whopping 3,000 point bonus is collected at game's end.

Shuffle Inn has a laminated hard surface for wearability, advanced diagnostics, comprehensive bookkeeping functions, and service-made-simple with easily identifiable connectors and PC boards.

For more information, or distributor referral, write Williams Electronics Games Inc., 3401 N. California Ave., Chicago, Il 60618; (312) 267-2240 (Fax 312-267-3747).



S.T.U.N. Runner

Atari Games debuts a driving/racing game set in the 21st century with *S.T.U.N. Runner*. Housed in a sleek futuristic ride-on cabinet, the game offers realistic polygon- generated 3-D graphics.

Players must make tracks at frightening speeds (up to 900 mph) and complete each race within an allotted time. Enemies attempt to prevent S.T.U.N. Runner from reaching the goal. Hot spots give hyperspeed boosts and a shield of invincibility.

To fend off assailants, the driver must use his base weapon lasers fired through buttons on the racing control panel. Shockwaves that deliver the ultra-kill weapon are the most powerful weapons in his arsenal. Special challenge waves give players the chance to prove their game skills.

The add-a coin game continuation feature builds player interest and a level select feature lets players choose their starting point. A unique end-of-game challenge awaits those who join the S.T.U.N. Runner elite.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700 (Fax 408-434-3776).

U.N.Squadron

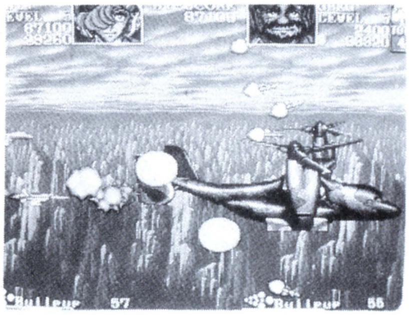
Powerful arms dealers who block the efforts of peaceful nations to bring harmony to the Middle East are met by members of a multi-national peace-keeping force in Capcom's *U.N. Squadron*.

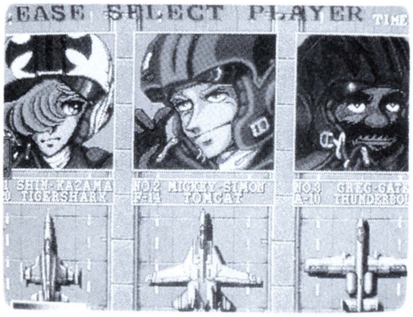
A two-player interactive video, *U.N.Squadron* uses Capcom's new CPS super chip. Of special interest is Capcom's exclusive Computer-Aided Difficulty Adjustment that automatically adjusts to the skill level of each player.

During their mission, players face formidable odds in the form of fortresses, mobile ground-based aircraft carriers, and the B2 Stealth Bomber. At their disposal is the latest in aerial firepower.

The game is a welcome horizontal conversion kit.

For more information, or distributor referral, write Capcom USA, 3303 Scott Blvd., Santa Clara, CA 95054; (408) 727-0400.





Deuces Wild

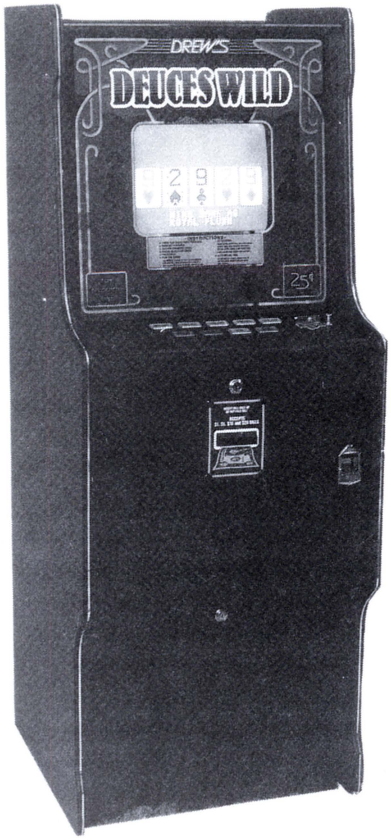
Drew's introduces *Deuces Wild*, a new fast-playing video poker game with cheat-proof software.

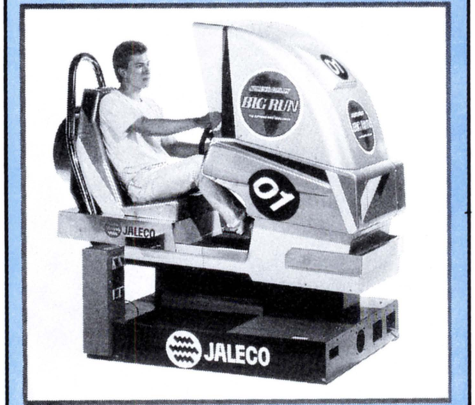
In *Deuces Wild*, large, easy-to-read cards appear on the color monitor. Operators can set the dip switch for an Aces or Jacks game; four cards are wild.

Other features include on-screen bookkeeping, cheat-proof double coin switches, static arrest circuitry, computer grade power supply, and electro-mechanical counting. The game is equipped with a bill validator for $1, $5, $10, and $20 bills. The cabinet is a sleek black upright with bright red graphics on the glass.

This game joins the company's other video card games: *Super Bonus Deluxe* and *Honest Dealer Black Jack*.

For more information, or distributor referral, write Drew's Distributing Inc., P.O. Box 632, Fairforest, SC 29336; (803) 574-0162 (Fax 803-574-7680).





Big Run

Jaleco takes players on a dangerous road race, the infamous Paris-Dakar, in its splashy new driving game, *Big Run*.

Available in three different configurations— custom compact upright, stationary sit-down, and movable sit-down. *Big Run* takes players through hairpin turns with a two-speed shifter. The movable cabinet lets players experience every rock and bump in the road. Operators can link one, two, three, or four machines together for competition among players.

The Paris-Dakar Rally begins at the Eiffel Tower; the finish line is in Dakar, the capital of Senegal on the west coast of Africa. The 20-day race takes on all comers, be it four-by-fours, monster trucks, motorcycles, and diesel engine cars.

Tire-screeching stereophonic sound effects add to the chills and thrills of the competition.

For more information, or distributor referral, write Jaleco USA Inc., 5617 W. Howard St., Niles, IL 60648; (312) 647-7077.

Super Mario 3

The journey of everyone's favorite plumber, Mario, continues in Nintendo's latest video outing, *Super Mario 3*.

There's hardly a man, woman, or child not familiar with the smiling faces and unique travels of Mario and Luigi from the successful Mario game series. Now, players must once again save the Mushroom Princess from the villainous Bowser. It's no easy task as Mario works his way through eight new uncharted worlds before reaching Bowser's hideout.

In *Super Mario 3* our hero has new abilities such as growing a tail, wearing a raccoon suit, turning into a statue, wearing a frog suit, and even flying. Where will he go next? To more surprises and secrets that await him in the Mushroom Kingdom.

The game is a release for the *PlayChoice* system.

For more information, or distributor referral, write Nintendo of America Inc., P.O. Box 957, Redmond WA 98052; (800) 633-3236 or (206) 882-2040 (Fax 206-882-3585).

PlayChoice
Nintendo
SUPER MARIO BROS. 3

S.P.Y.

Konami's latest kit is an espionage adventure piece, *S.P.Y.* (Special Project Y), with buy-in and continuation features.

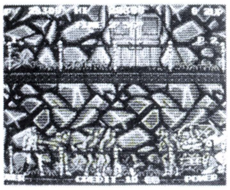
Players become S.P.Y. agents ordered to seek out and demolish an enemy missile base housing a fully-primed nuclear warhead. Controls include an eight-way joystick and two buttons to punch, kick, and employ a super weapon.

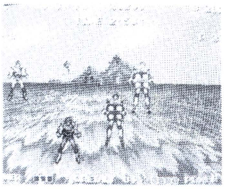
The action centers around seven phases, starting with a blast-off via jetpack over the sea and traveling to a remote island, a guarded embassy, and finally the enemy base.

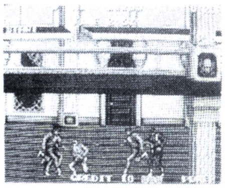
Enemy soldiers and helicopters attack at the start; they are followed by a long list of adversaries, such as mechanical dogs and brutal karate masters, all bent on thwarting the S.P.Y. top-secret mission.

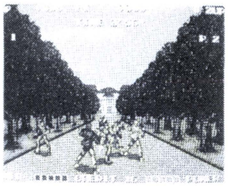
The two-player interactive game is for horizontal monitors.

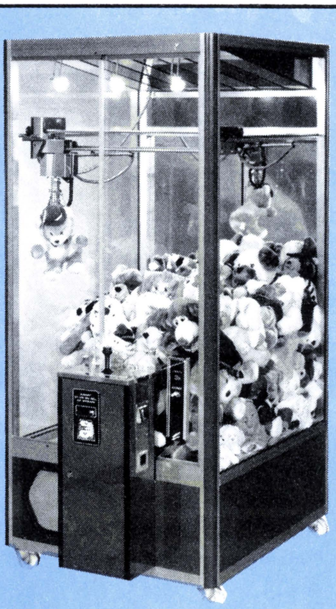
For more information, or distributor referral, write Konami Inc., 900 Deerfield Pkwy., Buffalo Grove, IL 60089; (312) 215-5100 (Fax 312-215-5144).











Big Choice Limited Edition

Betson gives a whole new look to cranes with its latest *Big Choice Limited Edition* that offers the largest viewing area of any unit on the market at present.

This deluxe version of Betson's jumbo crane features a mirrored ceiling and high-tech halogen lighting. The eight-inch claw easily handles large prizes. The deep bay allows stocking of more merchandise at one time.

Also, the glass viewing area is consequently lower, which attracts youngsters who have trouble seeing the prizes in a standard crane.

The game has adjustable price settings and the option of "play until you win" with any pricing of $1-$5 per play. This option is available on any *Big Choice* model.

Standard equipment includes bill acceptor with stacker, separate locked cashbox, coin meter, and locking caster wheels. Available as a single unit, the game's cabinet is a rich red with the look of burled wood.

For more information, or distributor referral, write Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; (800) 524-2343 or (201) 440-2200 (Fax 201-440-4463).

AquaJack

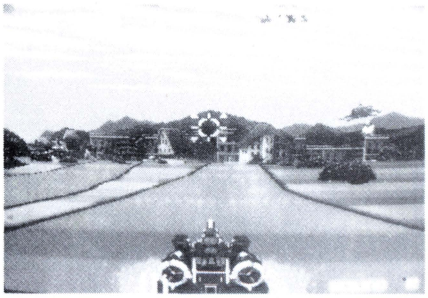
Romstar takes players on a perilous journey in the world's most advanced hovercraft, an experimental assault vehicle code named *AquaJack*.

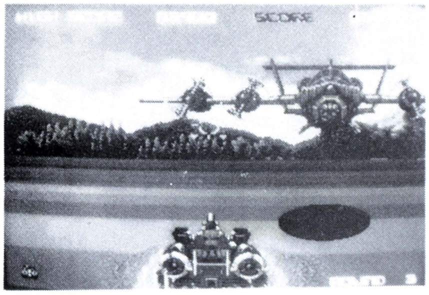
A special control grip on this new combat-themed video allows players to maneuver the hovercraft as it tries to stop an extraterrestrial visitor determined to take over an entire army by using mind control techniques.

Two thumb buttons and one trigger are at the ready for shooting and launching missiles. The hovercraft also has the ability to jump clear of floating mines and enemy fire.

Eight stages face the player; the last is a confrontation with the arch villain. Romstar's play continuation feature means players can keep progressing in their attack on the outer-world beings. Each stage gets more difficult and ends when the player destroys an enemy blockade.

For more information, or distributor referral, write Romstar Inc., 22857 Lockness Ave., Torrance, CA 90501; (213) 539-274 (Fax 213-539-3626).





Pop-Up

Hi Tech Amusements introduces a new multiple player race game for the redemption market. Named *Pop-Up*, the game provides fun akin to the balloon water race.

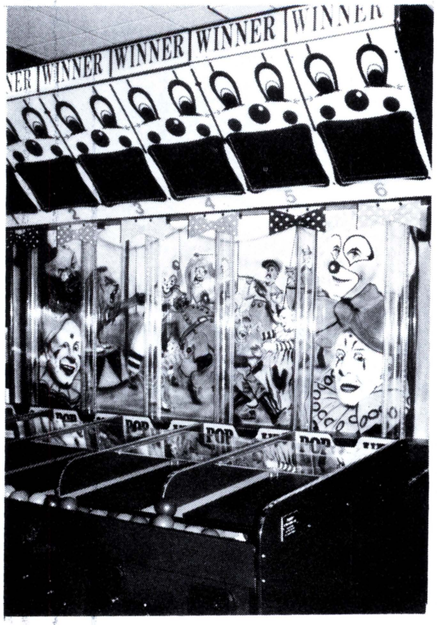
Players compete by rolling brightly-colored plastic balls down a lane, aiming for the target hole. When the ball rests correctly in the hole, it is blown eight feet up and into a waiting clown mouth, then drops into a clear plexiglass tube. The first player to stack six balls in the tube is the winner.

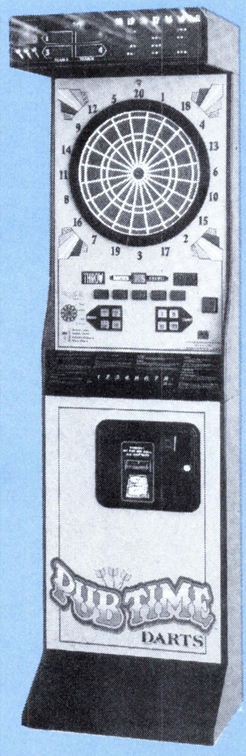
The patented automatic digital sound system attracts passing players, explains gameplay, and announces winners. The game registers the amount of players and total games played.

Other features include a total pneumatic drive system, adjustable coin intake and ticket payout, and tamper-proof game and money meters. In addition, Hi Tech offers a 10 year warranty on the PC boards.

Game measurements are eight feet deep with a playing table four feet long by 19 inches wide. The cabinet is constructed of three-quarter-inch plywood and is formica-covered.

For more information, or distributor referral, write Hi Tech Amusements Inc., 3733 N.W. 16th St., Lauderhill, FL 33311; (305) 583-6066 (Fax 305-752-1576).





Pub Time II Plus 2

Merit Industries introduces a new addition to its line of dart games with *Pub Time II Plus 2*, which features an overhead system with In-Line Cricket. Alternating colors on this special header brings quick comparisons of all players' Cricket marks.

Pub Time II Plus 2 offers 25 games and variations, including four-player cricket three ways (standard, cut-throat, and team), 301 and 501 with all the options (open, double-in, double-out, and masters), team play with "freeze out" rules, and future expansion capability.

The game is equipped with automatic player change, missed dart sensor, special credit retention system with readout, and the Stat-Pak player statistics software. The game is bill acceptor ready and totally static-proof. The patented service door allows total front access. There's also a larger cashbox.

For more information, or distributor referral, write Merit Industries Inc., 2525 State Road, Bensalem, PA 19020; (800) 523-2760 or (215) 639-4700 (Fax 215-639-5346).

Excaliber Video Kit-Kabinet

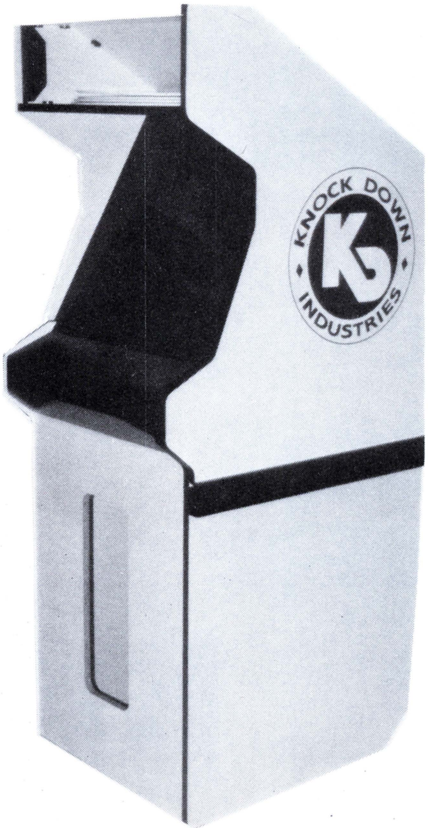
KD Industries debuts the *VH 1925 Excaliber Kit-Kabinet* that comes complete with control panel, marquee light, monitor plex, speaker, and deluxe JAMMA wiring harness.

Designed by an operator, the cabinet has versatile monitor capabilities along with a removable slide-drawer system. It handles monitors measuring 19, 25, and 27 inches, using vertical or horizontal mount in one standard size cabinet.

Lightweight, the Kit-Kabinet is constructed of high-quality plywood and features two rear steel cabinet protectors with enclosed casters. Hardwood side bumpers protect on location or in transit.

Easy to assemble because of a cam twist locking system, the cabinet can be shipped flat via UPS (in four boxes) or shipped standard freight fully assembled. Component parts may be purchased as needed.

For more information, write KD Industries, 220 Robinhood Lane, Circle Pines, MN 55014; (612) 786-7766.



Twister

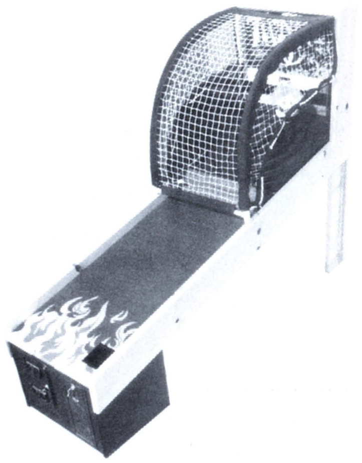
Exidy enters the redemption market with a novelty piece called *Twister*.

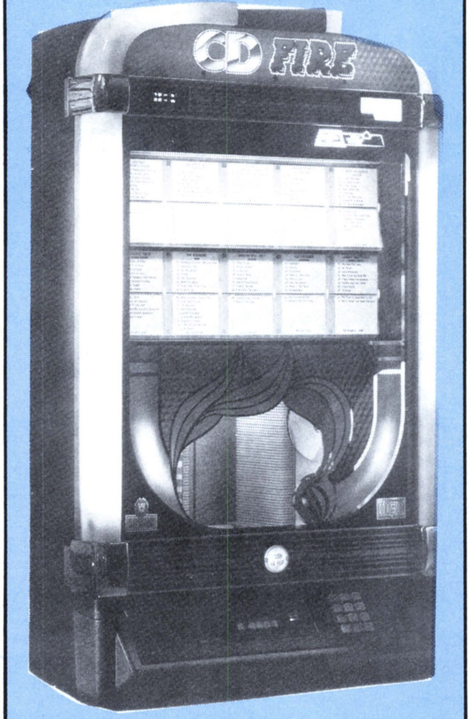
Designed to appeal to all age levels, *Twister* is a ball bowler that challenges players to roll balls toward a moving target to gain points that translate into tickets redeemable for prizes. A ''bonus bucket'' feature keeps players coming back.

The game measures seven feet long by two feet wide, and comes in bright red with flames detailing. Appropriate locations for *Twister* include boardwalks, mall arcades, family entertainment centers, and mini-golf centers.

Cabinet construction is plywood with pine sides. The game is operator-adjustable, giving players from three to nine balls for gameplay.

For more information, or distributor referral, write Exidy, 4770 Caterpillar Road, Redding, CA 96003; (415) 325-5814 (Fax 415-325-5817).





CD Fire

NSM debuts *CD Fire*, a 100-selection CD HyperBeam Laser Disc wall phonograph in a compact cabinet that evokes the look of classic phonographs.

Space limitations no longer prevent installation of CD-quality sound with this new unit. Features include a CD changer that never touches the disc but instead cradles it in a special tray. The NSM HyperBeam System and CD library are housed in a sealed chamber to prevent damage from dust and contaminants.

The NSM changer reduces the amount of time between songs and also lets operators control the maximum length of any selection. A hand-held printer accessory plugs into the system's computer and prints out what music draws the most play. This printout also tallies income generated and total number of plays. Dimensions are 40 inches high by 23.66 inches wide and 14 inches deep.

For more information, or distributor referral, write NSM, 5207 N. Rose St., Chicago, Il 60656; (312) 992-2280 (Fax 312-992-2289).

Action Lotto

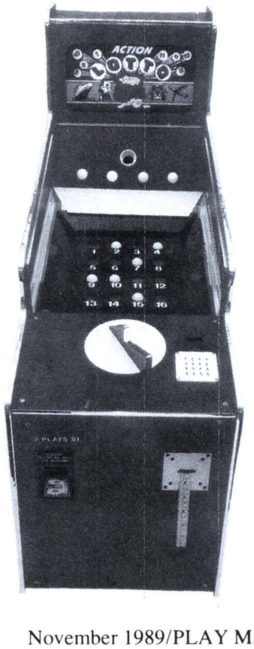
Gamco International (formerly Showcase Inc.) has completely redesigned its *Action Lotto* novelty game, adding an on-board computer, enhanced sound package, and more operator-adjustable features.

The new *Action Lotto* allows total operator flexibility to vary the price per play and the number of tickets, tokens, or credits the player can win. The program also varies the number of playing balls and the time difference between them. All this with just a dial of the thumbwheel.

When players approach the game and press a button, they receive verbal instructions to select three lucky numbers on the keypad display. These numbers light up and the computer picks a fourth bonus number that blinks. The player uses an air direction cannon and an air blast button to control the path of the balls, hopefully into the four lighted pockets. Capturing all four pockets means a Jackpot win and a larger quantity of tickets, tokens, or credits as set by the operator.

The capture of every ball is heralded by a ringing bell; xylophone music matches the rhythm of the bouncing balls.

For more information, or distributor referral, write Gamco International Inc., 2153 Tenth St., Sarasota, FL 34237; (800) 642-7263 or (813) 366-1133 (Fax 813-366-1134).



Teenage Mutant Ninja Turtles

Konami brings us those determined *Teenage Mutant Ninja Turtles* in a dedicated game for one to four players. In their most dangerous adventure yet, the heroes must rescue their companion, April O'Neil, and their radical rat mentor, Splinter.

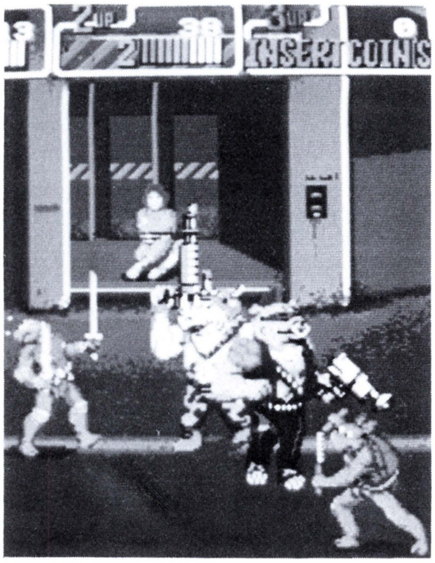
Fans of our green teens know that Leonardo is the level-headed leader; Michaelangelo the party dude; Donatello the machine wizard; and Raphael the wild boy of the bunch. Together they face the evil members of the cursed Foot Clan on their rescue mission.

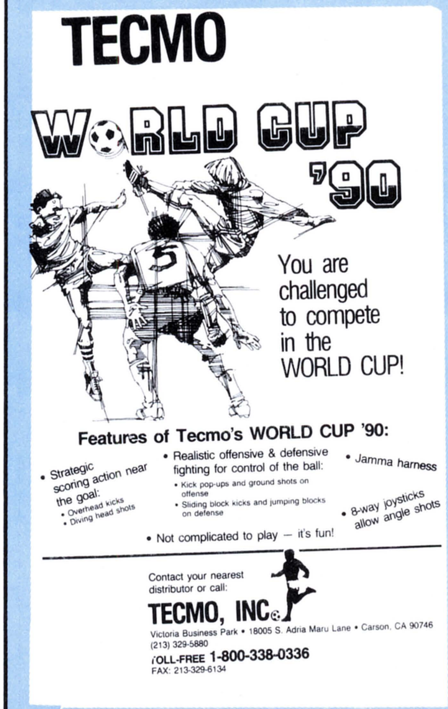
The clan's leader, Shredder, sends out henchmen Bebop and Rocksteady to stop the turtles. Action takes place on the street, in alleys and sewers, on foot, in jet-powered skateboards, and in the party van. Once April and Splinter are rescued, game play travels to the Technodrome, clan headquarters.

Will the evil ones be forever silenced or escape to Dimension X? Only seasoned players will ever find out.

The game has buy-in and continuation features; each player's controls include eight-way joystick and two buttons for jump and attack.

For more information, or distributor referral, write Konami Inc., 900 Deerfield Pkwy., Buffalo Grove, IL 60089; (312) 215-6100 (Fax 312) 215-5122).





TECMO

WORLD CUP '90

You are challenged to compete in the WORLD CUP!

Features of Tecmo's WORLD CUP '90:

- Strategic scoring action near the goal:
  - Overhead kicks
  - Diving head shots
- Realistic offensive & defensive fighting for control of the ball:
  - Kick pop-ups and ground shots on offense
  - Sliding block kicks and jumping blocks on defense
- Jamma harness
- 8-way joysticks allow angle shots
- Not complicated to play — it's fun!

Contact your nearest distributor or call:

TECMO, INC.
Victoria Business Park • 18005 S. Adria Maru Lane • Carson, CA 90746
(213) 329-5880
TOLL-FREE 1-800-338-0336
FAX: 213-329-6134

Tecmo World Cup 90

Tecmo brings international soccer championship competition to the video screen with *Tecmo World Cup '90,* a kit that comes with JAMMA wiring harness for easy conversions.

Players will enjoy strategic scoring action near the goal with the ability to engage in overhead kicks and diving head shots. Eight-way joysticks allow for angle shots.

Realistic offensive and defensive fighting for control of the ball means kick pop-ups and ground shots on offense and sliding block kicks and jumping blocks on defense.

Tecmo World Cup '90 is a two-player interactive game for horizontal monitors. Players choose to represent teams from a listing of eight different countries. The full kit comes with new game card, marquee, monitor bezel, side decals, control panel overlay, button decals, two joysticks, and six buttons.

For more information, or distributor referral, write Tecmo Inc., Victoria Business Park, 18005 S. Adria Maru Lane, Carson, CA 90746; (213) 329-5880 (Fax 213-329-6134).

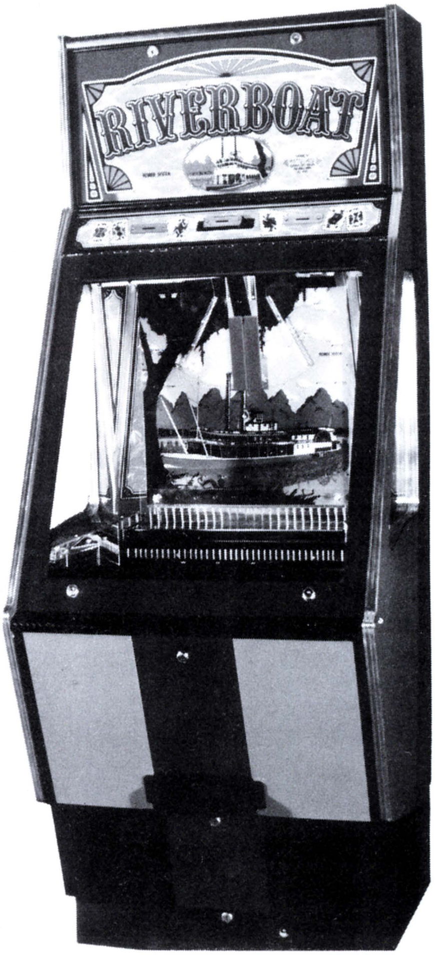
Riverboat

Coastal Amusement Distributing introduces *Riverboat*, a new one-player coin pusher that has all the play appeal and many of the features seen on its big brother coin pusher, the multi-player *Showboat*.

Riverboat and *Showboat* are Harry Levy designs that offer full anti-cheat systems and a token-dispensing feature.

The game is housed in a bright red and blue cabinet with a vintage riverboat scene on the back of the playfield and overhead on the marquee. The playfield allows maximum coin display and the wide front and side panels give a full viewing area to players.

For more information, write Coastal Amusement Distributing Inc., 601 Prospect St., Lakewood, NJ. 08701; (201) 905-6662 (Fax 201-363-6329).



Lucky 77 Lucky Mini

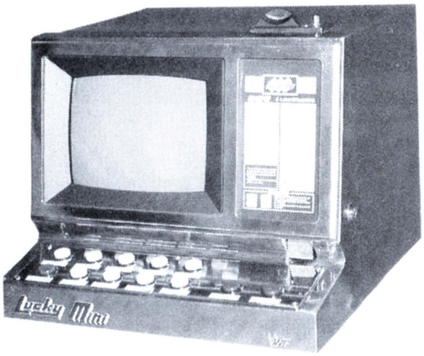
Yamate presents its *Lucky 77* strip poker game suitable for truly adult locations.

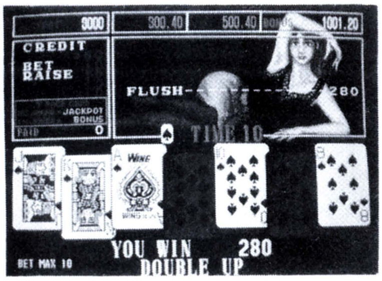
A seven card poker game draws player interest that turns into a Jackpot when all the cards are jacks, queens, or kings. It becomes a Bonus when all the cards are jacks, queens, kings, and jokers.

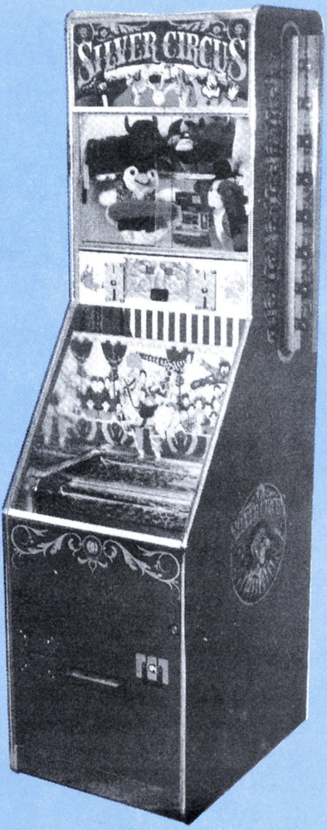
At various stages, depending on point values gained by good poker hands, the vision of a young woman on the video screen above the cards loses an article of clothing. Players receive a Nude Bonus when the young lady is entirely in the buff.

The game can be housed in Yamate's *Lucky Mini* countertop cabinet with 10-inch monitor and large coinbox.

For more information, or distributor referral, write Yamate USA Corp., 185 W. Main St., Dudley, MA 01570; (508) 949-3595 (Fax 508-943-1394.







Silver Circus

CSI presents the single coin pusher, *Silver Circus*, that features solid state electronics and a jam-free dual hopper system.

The game has an adjustable alarm system, dual coin shelves, tempered glass viewing area, stainless steel playfield, and moving skill coin shooters. There's also adjustable bonus awards, a self-filling jackpot, and LED readouts for diagnostics.

Options include a $1 to $20 bill changer and one ticket payout for each coin in. CSI offers replacement video graphics to change the theme of the game. Gameplay is for quarters or tokens in and quarters, tokens, or tickets out.

For more information, or distributor referral, write CSI, 1316 6th St., Tulsa, OK 74120 (800) 678-2529 or (918) 592-2529 (Fax 918-592-2530).

Fire Drill, Spots

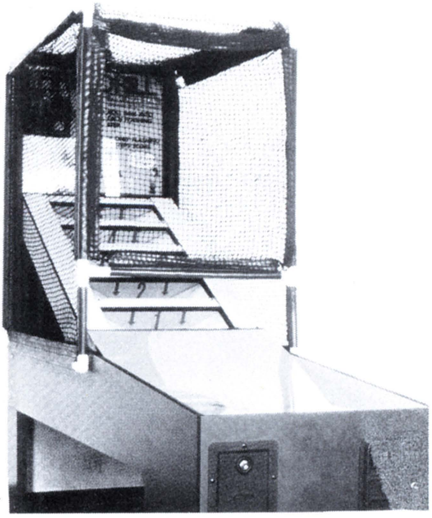
Axlon joins the ranks of redemption with its novelty game, *Fire Drill*, and cover-a-spot coin game, *Spots*, that renders a prize to the player.

Fire Drill is a progressive ball rolling game that asks players to roll six tennis balls into several slots, each with varying point values. Spots light up as the player lands a ball in each numbered spot.

A colorful backglass depicts the progress of a fireman as he climbs the ladder to rescue a damsel. His success depends on the skill of the player. Fifteen extra tennis balls are housed inside the machine, which knows if one is missing. Dimensions are seven feet deep by 25 inches wide by six feet high.

The game *Spots* is a token/toss crane-style game. Players must cover certain colored spots with tokens to win a prize from the rack of plush displayed overhead. Dimensions are 31 inches deep by 36 inches wide by seven feet high.

For more information, or distributor referral, write Axlon, 10 Pioneer Way, Mountain View, CA 94041; (415) 961-3671 (Fax 415-964-7715).



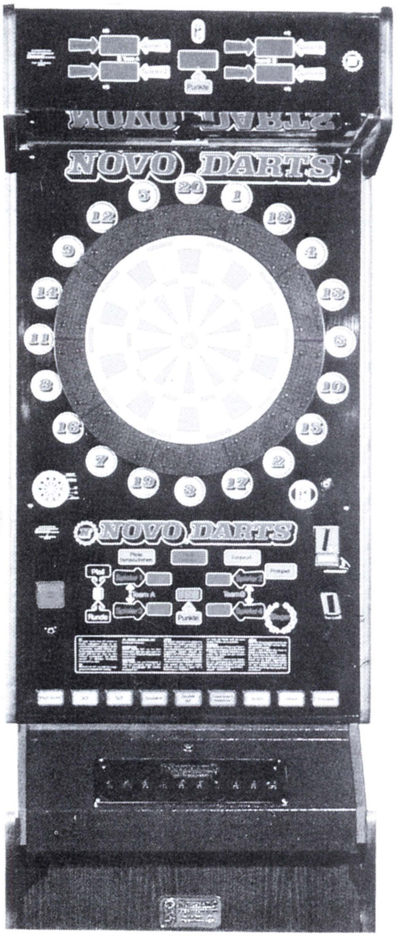
Novo Darts

Grayhound Electronics introduces a new entry in the dart market, *Novo Darts*, that allows competition for up to eight players at a time.

Features include automatic advance to the next player, exact display for darts that miss the target, electronic coin acceptor, stereo sound, light effects, infrared switches, and electronic or mechanical bookkeeping.

Novo Darts folds and is easily transportable. Service is made easy with front door accessibility. The game can be wall-mounted or used as a standard upright. Dimensions are seven feet six inches high by two feet one inch wide and one foot 10 inches deep. The game is designed by Novomatic of Austria.

For more information, or distributor referral, write Grayhound Electronics Inc., Rt. 37 & Germania Station Road, Toms River, NJ 08753; (800) 222-0491 or (201) 341-5200 (Fax 201-341-6560).



TOURNAMENT

Tournament Cyberball 2072

Atari Games has developed another sequel to its successful *Cyberball* video with *Tournament Cyberball 2072*. Just last month the two-player *Cyberball 2072* was introduced and now a four-player version is available.

The tournament version can be played by one to four players competitively as a team or against the computer. The auto-challenge feature is an enticement for head-to-head competition. The game's two interactive screens allow each team to view and play the game from their perspective.

The Atari standard "buy-in anytime" feature allows new players and teammates to enter the action anytime during the game. Tie games are settled by a sudden death period.

New teams and logos have been added to the game, and there are four operator-selectable regions that make geographical rivalries possible. The two-screen game comes with a free tournament package.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3799 (Fax 408-434-3776).

Laser 2000

Rock-Ola debuts its all-CD jukebox, the futuristically-styled *Laser 2000*.

The unit features 280 watts of total output, a bass compensation system for super bass response even at low volume levels, a simple hook-up for remote speakers, and a built-in background music control system. Speakers are new 100 watt 12-inch ultra high efficiency.

The keyboard pricing system is simple, and the motor-driven, electronically-controlled program pages to display CD jackets and song titles. Twelve CDs are viewed at any given time.

The cabinet is covered with black leather grain vinyl trimmed with gold edging. There are no horizontal surfaces on which to rest any items on the mechanism.

The unit plays up to 100 discs and has an electronic and mechanically-controlled disc cover. Standard are the $1-$5 bill acceptor with 400 stacker, self-diagnostic software, and simplified power supply.

For more information, or distributor referral, write Rock-Ola Mfg. Corp., 313 S. Rohlwing Road, Addison, IL 60101; (312) 629-9200 (Fax 312-628-0019).

TurboGrafx-16 System Kits

United Amusements introduces the *TurboGrafx-16 System* and eight new video kits.

Victory Run takes players on a road rally with eight stages of driving from the French countryside to the Sahara Desert. *Keith Courage* is an animated adventure game with seven zones of Overworld and Underworld. Lava rivers, spiked pits, and slippery glaciers challenge players.

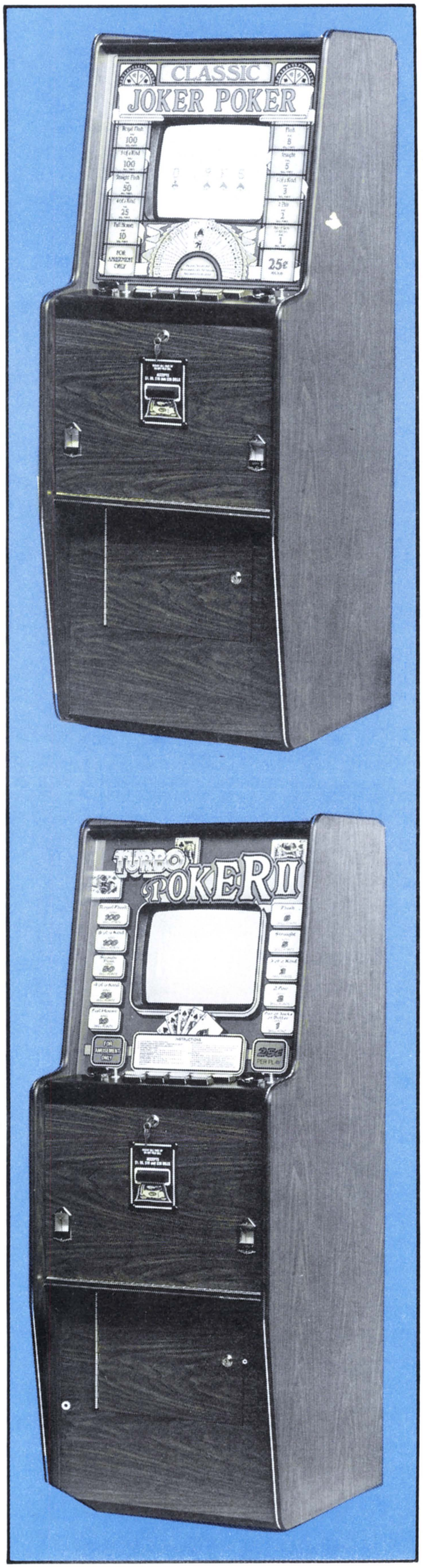
High-tech sci-fi action comes to the screen in *Blazing Lasers*, a game that features homing missiles, ring blasters, and photon tractors. *Alien Crush* combines alien worlds with pinball action for a different video experience.

World Class Baseball offers major league game action with 12 team choices and a myriad of batting and pitching styles. *Dungeon Explorer* is a role-playing adventure set in a subterranean labyrinth, complete with mystery stone, castles, and dungeons, of course.

China Warrior provides Kung Fu action as players battle 32 bosses who specialize in martial arts. *Power Golf* offers 18 holes of game play replete with sand traps, bunkers, trees, and water hazards. The game uses a highly-advanced, three-megabyte game configuration with play options for match, tournament, and stroke play.

All Turbo Grafx-16 system kits are designed to retrofit into all standard video game cabinets. The systems are sold only in Twin Packs of two complete systems and two new games, all packed in one standard kit box.

For more information, write United Amusements Inc., 1975 Riverside Drive, Los Angeles, CA 90039; (800) 722-8258 or (213) 664-1335 (Fax 213-664-0518).



Classic Joker Poker, Turbo Poker II

Coindata now offers the Micro Manufacturing line of video pokers, including the *Classic Joker Poker* and the *Turbo Poker II*.

Micro's *Classic Joker Poker* features a woodgrain finish cabinet with matte black finish on the control panel. The game offers a raise after deal and automatic bet, deal, and draw. Operator set-up selections include enhanced on-screen bookkeeping, adjustable deal speed and add score speed, variable difficulty levels, and the ability to turn off or on most game features.

There's also a power-up alarm, static protection, and continuous hardware diagnostics provided for extra security on both games.

Turbo Poker II has a cabinet with woodgrain finish and wrap-around T-molding. Game features include raise after bet, hi-lo bonus game, bonus jackpot, extra cards bonus game, low pairs win, and automatic bet, deal, and draw.

Skill points are awarded for 15 different poker hands. Operator set-up selections are variable difficulty level, advanced bookkeeping, and adjustable plays per coin. Different software versions are available to meet any state or county regulations.

Turbo Poker II comes as an upright or countertop.

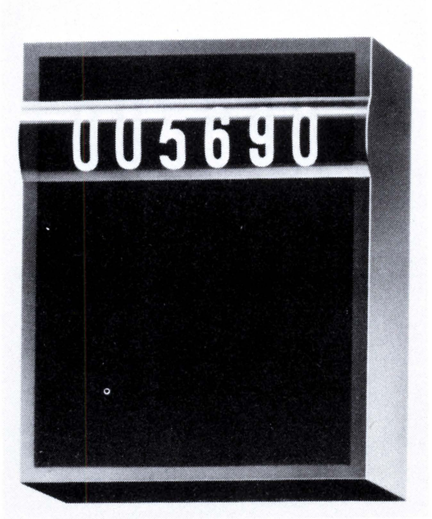
Both games come with 13-inch Wells Gardner color monitor, one-year limited warranty, and optional features such as a ticket printer, ticket or token dispenser, and dollar bill acceptor.

For more information, write Coindata Inc., 3026 Owen Drive, Suite 106, Antioch, TN 37013; (800) 248-5487 or (613) 793-9124. ☐

Miniature counters

ENM Co. has introduced the Series E8E, a miniature adding counter which cannot be influenced by magnetic fields. The six-digit counter offers four different positions for reading and PCB mounting. Because of the compact construction and low power consumption, it is ideal for use in small, battery-powered installations and other OEM applications.

The figures have enhanced readability, and the plastic case is sealed and durable. The Series E8E counter is waterproof and suitable for direct soldering on PC boards. It also has a wide operating temperature range of -40 to 85 degrees Celsius and is available in 1, 1.5., 3, 4.5, and 6 VDC.



For more information, contact ENM Co., 5617 Northwest Hwy., Chicago, IL 60646; (312) 775-8400.

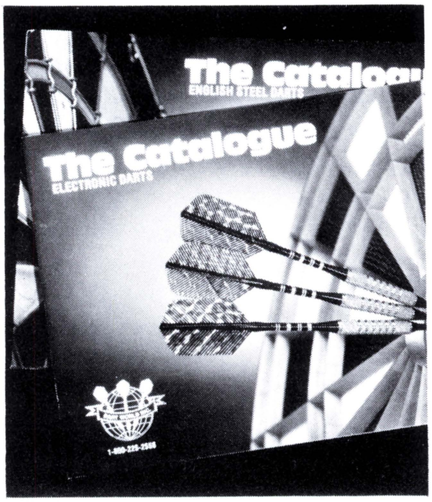
Tax-planning software

Research Press Inc. has released a new software product, "Vernon K. Jacobs' Tax Planner for Closely-Held Corporations," that is intended to minimize the combined income and payroll taxes of a regular corporation and its owner(s). This product projects corporate and personal taxes for tax years 1989 through 1993. It also includes 1987 and 1988 calculations for historical reference.

The program runs on any MS-DOS, IBM/PC compatible computer with Lotus 1-2-3 (version 2) and 640 kilobytes of RAM. Graphics display capability is recommended, but not necessary. Also, Research Press has implemented a new pricing strategy for this product. The software can be bought on a disk for $25 (specify 3-1/2 or 5-1/4"). Sufficient documentation to use the program is included, though a 100-plus page reference manual is available for an additional $50.

For more information or to order the software, write Research Press Inc., 4500 W. 72nd Terrace, Prairie Village, KS 66208; (913) 362-9667.

Dart catalog



Dart World debuts "The Catalogue," a 32-page color assembly of darts and accessories. It features, for the first time, the *Platinum by Caesar* and *Glamour* dart lines, as well as the latest accessories available anywhere.

Each individual page features custom design art and photography for the soft/steel tip dart enthusiast. There are over 800 full-color flights from which to choose, including such darts as *1921 Hornet, The Rolls, Black Jewel Facet, The Stinger*, and *Spinning Chariot*.

For a free copy or more information, contact Dart World, P.O. Box 845, Lynn, MA 01903; (617) 581-6035.

Bill changers

Micro Manufacturing introduces the MBC series of dollar bill changers. The MBC 2000 and MBC 400SL changers feature a recessed, heavy-duty locking system and a thick steel cabinet with welded construction. The heart of the changers lie in the built-in central computer, which uses reliable, field-proven electronic circuitry to constantly monitor all possible trouble areas.

Among the features are: time-saving modular design; one-piece, wrap-around construction; easy access to the coin channel through a tilt-forward-and-dump mechanism; a high capacity coin hopper that's usable with any coinage or tokens; jam-proof design; removable slide-mount cash drawer or optional bill stacker; and double-roll and fold edges.

For more information, contact Micro Manufacturing Inc., 535 Old Nashville Hwy., Lavergne, TN 37086; (800) 227-6136 or (615) 793-5510 in Tennessee.

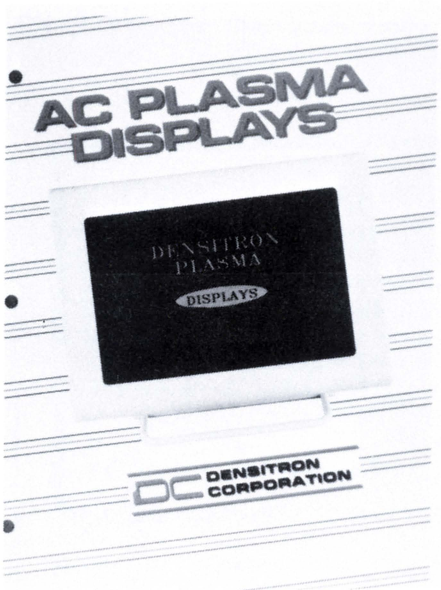
Circular connectors

Alpha Products Inc. has released a new series of ultra-miniature circular connectors. These all-plastic, "snap-locking" circular connectors are ideal for applications in test instrumentation, miniature electronic apparatus, and various types of sensors and detection devices.

The plastic body is static free and corrosion resistant. The gold-plated screw machine contacts offer high reliability and performance, with low contact resistance. Connectors are available for panel, PC board, and cable mountings with solder cup or dip solder contacts. Delivery is two to six weeks, depending on quantity.

For more information, contact Customer Serice Dept., Sabrina Vanderwyk, Alpha Products Inc., 5740 Corsa Ave. #104, Westlake Village, CA 91362; (818) 889-9304.

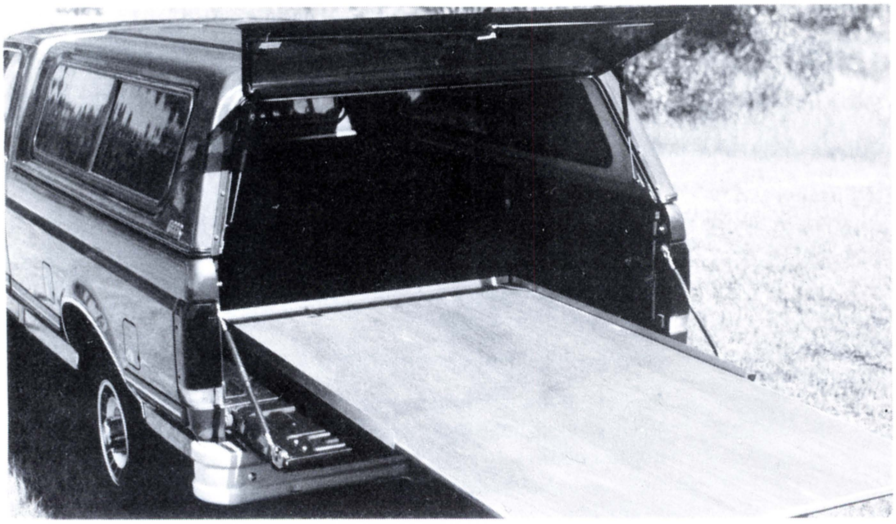
Display catalog



Densitron Corp., a leading worldwide manufacturer of intelligent flat panel displays, has made available a new catalog entitled "AC Plasma Displays." This 24-page, two-color catalog highlights five models of high brightness AC plasma displays.

Among the features are high-brightness, neon-orange pixels that are available in 400 x 640 and 480 x 640 graphic formats; a typical contrast ratio of 20:1; a wide 160-degree viewing angle; 50,000 hours of life, with no reduced pixel intensity; and gray scale capability supported in selected models. At the 100-piece level, prices range from $750 to $860, depending on the model selected. Delivery is eight to ten weeks.

For a free copy, write Mr. Gordon Gibson, Product Manager, Densitron Corp., 2540 W. 237th St., Torrance, CA 90505; (213) 530-3530.



Deck slider

DeckSlider of Florida has unveiled "P/M Deck Slider," a product that provides quick and easy access to van or pickup truck cargo. Mounted on the bed of the truck, the welded-steel product slides in-and-out on stainless steel ball bearing rollers and is self-locking in three positions. It is completely assembled at the factory and will support 600 lbs. of cargo when fully extended.

"P/M Deck Slider" saves time and effort by simplifying the loading, stowing, and unloading of tools and equipment. A second floor can be installed above it to create additional storage space for cargo. The product is available in models to fit all pickup trucks and vans, as well as Chevy Suburbans and other specialty vehicles. It is priced between $274.95 and $289.95 a unit.

For more information, contact DeckSlider of Florida, 771 110th Ave. North, Naples, FL 33963; (800) 782-1474.

Time indicator

The Veeder-Root Co. introduces the Series 7990, multi-function tachometer/totalizer/running hour meter/elapsed time indicator. Compact and attractively designed, the Series 7990 is ideal for manufacturing, process instrumentation, and other industrial uses.

It can be programmed to operate as a tachometer, totalizer, running hour meter, or precise elapsed time indicator. There's an easy-to-read, eight-digit LCD (five digits in the tachometer mode) with 0.35" high characters and a moveable decimal point. An internal lithium battery provides all operating and programming power, eliminating the need for an external power source.

For more information, contact Steve Rosenthal, Electronic Product Manager, Veeder-Root Co., 125 Powder Forest Dr., P.O. Box 2003, Simsbury, CT 06070-2003; (203) 651-2700 or (800) 243-4458 for application assistance.

Catalog supplement

A new 1989 supplement to the Contact East general catalog is now available at no charge. Inside is a wide range of brand-name products for testing, repairing, and assembling electronic equipment. Engineers, managers, technicians, hobbists, or anyone involved with tools and test equipment will find many new products from which to choose.

Among the items offered are analog/digital oscilloscopes; static protection products; precision hand tools; soldering supplies and stations; lines of tele/datacommunications test instruments; tool kits; wire and cable aids; electronic adhesives; and inspection equipment. All products are described in detail with specifications, full-color photos, and prices.

Contact East's "same-day shipment policy" assures fast delivery; orders received before 3 p.m. are shipped by 5 p.m.

For more information, write Contact East, 335 Willow St. South, North Andover, MA 01845; (508) 682-2000. ☐

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PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. The deadline is one month before you want the ad to appear (example: August ad must be in by July 1). Send ad orders and payment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184; FAX 504-488-7083. For more information, contact Carol Lea LeBell (504) 488-7003.

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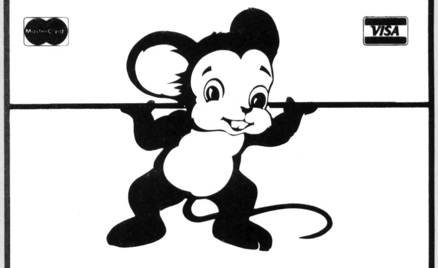

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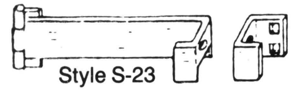
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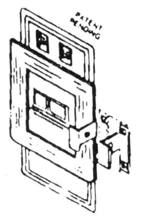

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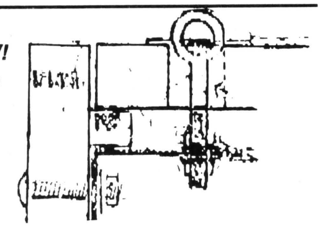
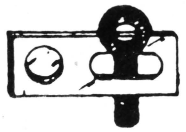


INSIDE CABINET BAR



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4 inch BAR with covered eyebolt

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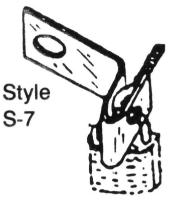
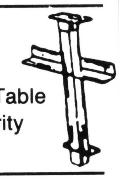
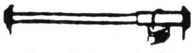


Style
S-8
Pool Table
Security
Bar



style S-3 BACK DOOR BAR



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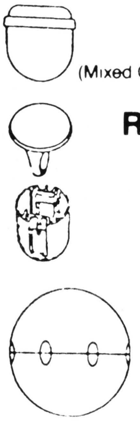

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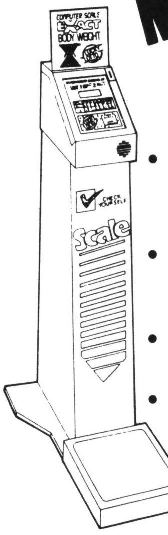

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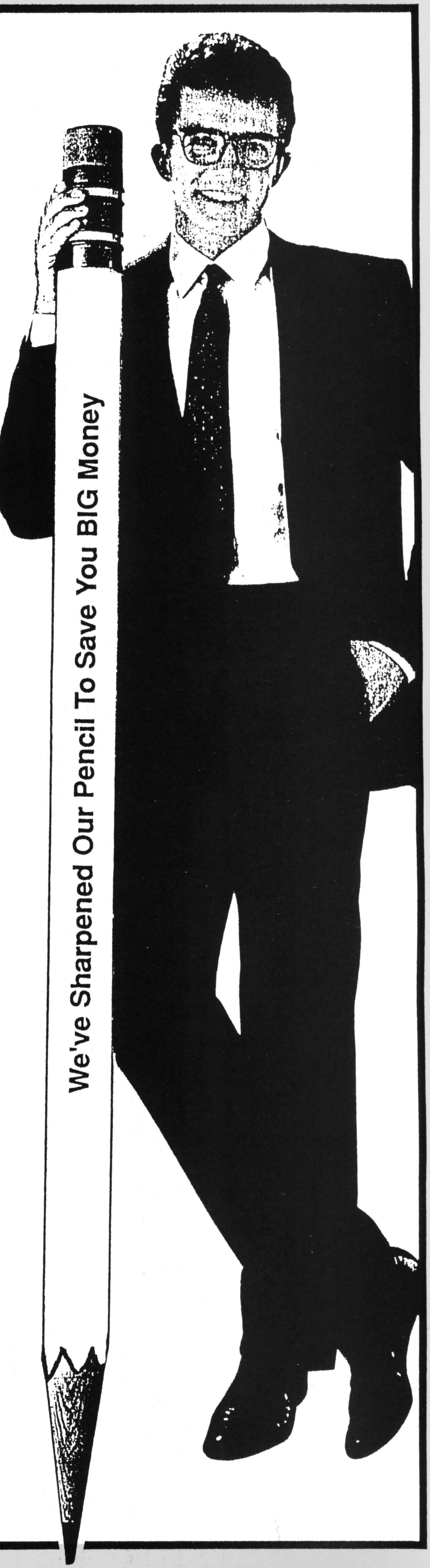
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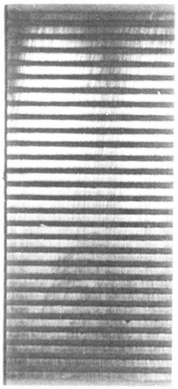

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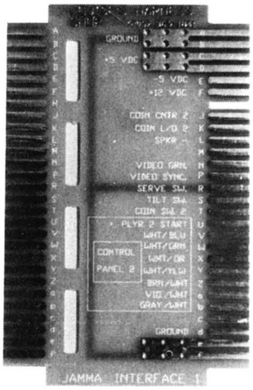

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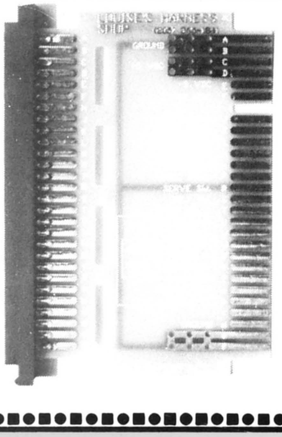

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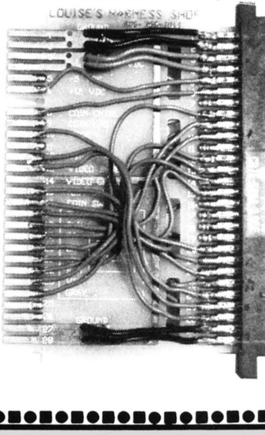

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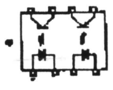

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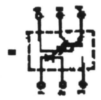

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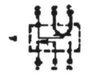

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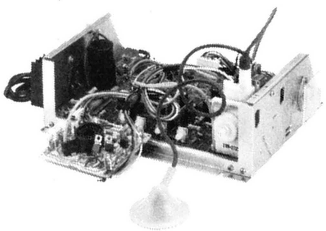

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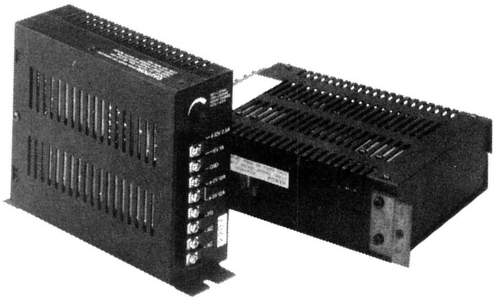

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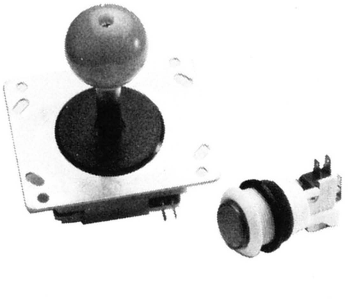

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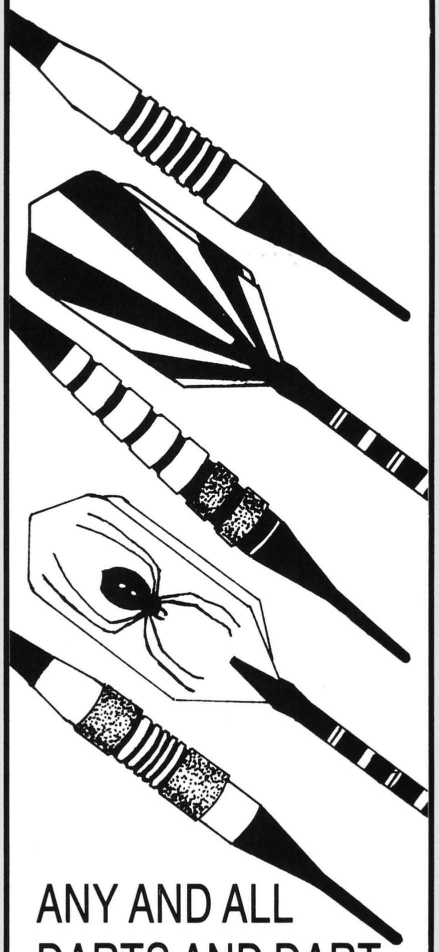

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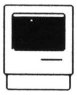

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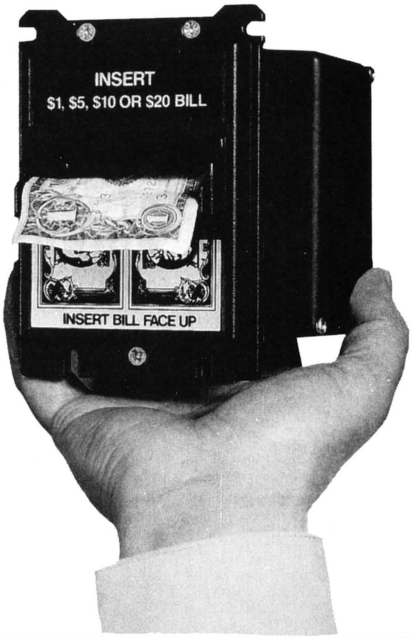

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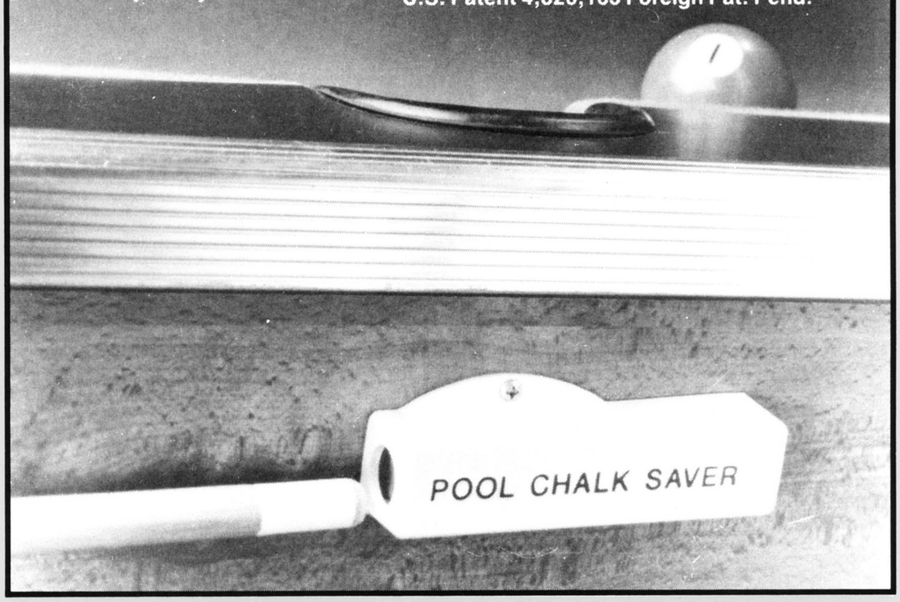

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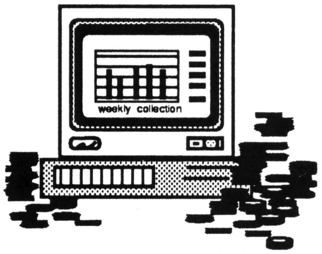

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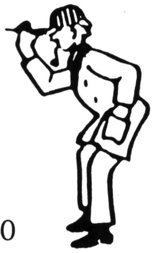

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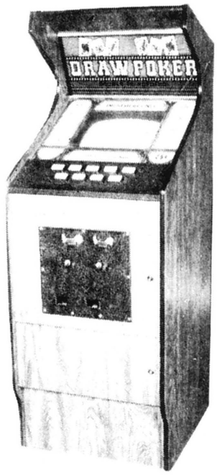

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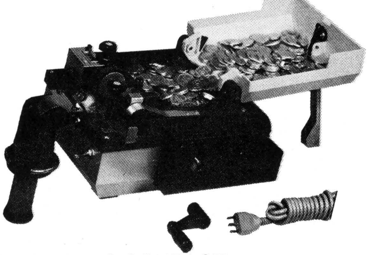

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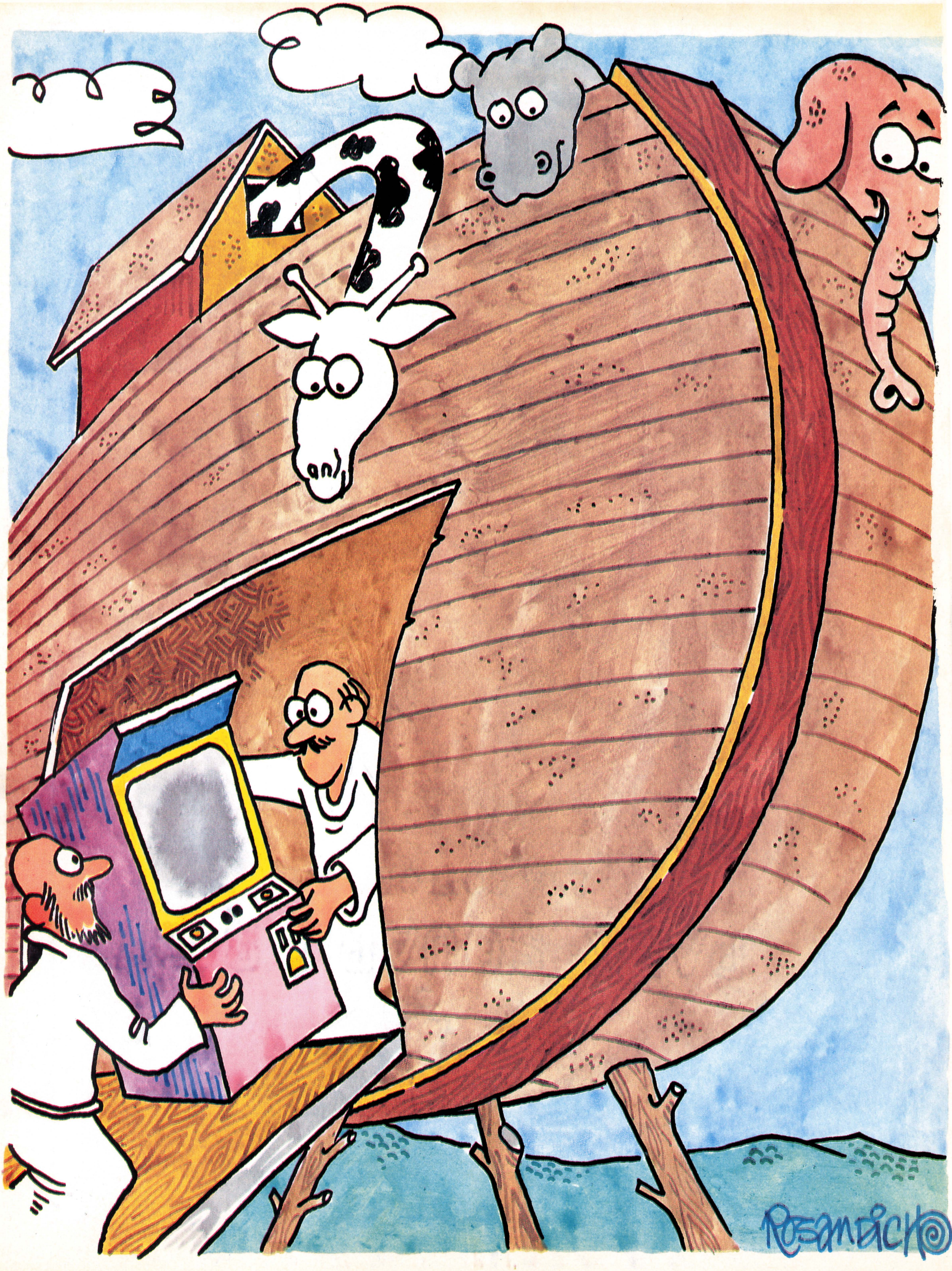
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THE CALENDAR

November 2 3 4
West Virginia Music and Vending Association (WVMVA) Annual Expo and Convention, Ramada Inn, South Charleston, W. Va. Contact WVMVA (304) 949-3289.

November 6 7 8 9 10
Randy Fromm Arcade School technical training session, Chicago. Contact Randy Fromm (619) 697-4035.

November 15 16 17 18
International Association of Amusement Parks and Attractions (IAAPA) 71st Annual Convention and Trade Show, Georgia World Congress Center, Atlanta. Contact IAAPA (703) 671-5800.

International

November 21 2 23 24
Induferias '89, Annual Trade Show, Valencia, Spain. Tel 386-11 00 or Fax (96) 363 61 11.

December 12 13 14 15
International Exhibition of the Traveling Show and Entertainment Industries, Exhibition Center, Paris Le Bourget-Airport France. Contact Francoise Regnier, Technoexpo S.A., 8 Rue de la Michodiere, 75002 Paris, France. Tel. (1) 47 42 92 56 or Fax (1) 42 66 14 28.

December 14 15 16
Fer '89, Spanish Amusement Trade Show, Palacio Alfonso XIII, Recinto Ferial, Barcelona, Spain. Tel. (93) 218 58 50 or Fax (93) 415 00 95. 1990

February 5 6 7
Nightclub, Bar, & Restaurant Expo, Rosemont/O'Hare Exposition Center, Chicago. Call (800) 247-3881.

March 9 10 11
American Coin Machine Expo (ACME), sponsored by Play Meter and the American Amusement Machine Association (AAMA), The Hyatt in Chicago. Contact W.T. Glasgow, Inc. (312) 333-9292.

April 19 20 21 22
Florida Amusement and Vending Association (FAVA) Annual Convention and Trade Show, Omni Expo Center, Orlando, Fla. Contact FAVA (904) 878-3134.

May 4 6
Northeast Regional Amusement Machine Convention and Trade Show, Trump Regency, Atlantic City. Contact Sue Matterson (518) 439-0981.

May 11 12
Ohio Coin Machine Association (OCMA) Expo '90 Trade Show and Convention. Contact OCMA (614) 221-8600.

June 7 8 9
Wisconsin Amusement and Music Operators Association (WAMO) Spring Convention and Trade Show, Holiday Inn, Stevens Point, Wis. Contact WAMO (414) 529-4704.

October 25 26 27
Amusement and Music Operators Association (AMOA) Expo '90, New Orleans Convention Center, New Orleans. Contact AMOA (312) 644-6610.

ADVERTISER'S INDEX

A.A.M.A.	83
A & A Co.	34
A-1 Products	46
Ace Novelty Co.	41
A.C.M.E.	78
Adastra	12
A.L.D. Services	72, 77
American Sammy	15
American Technos	11, 61
A.M.O.A.	98
Arachnid	25
Atari Games	Cov 4, 35
Atlantic & Pacific	49
Bally Midway	53
Betson Enterprises	17
Bob's Space Racers	48
Brady Novelty	75
BRW Systems	48
Capcom U.S.A.	51
Carousel	70
Coastal Amusements	77
Dan Brechner Co.	65
Deltronics Labs	34
Design Plus Industries	64
Drew's Distributing	45
Dynamo Corp.	23
Fabtek	63
Gametek	67
Happ Controls	4
Hoffman & Hoffman	87
HMS Monaco	103
Jaleco U.S.A.	36A-D
Konami	68A, B
Laramie Interest	7
Leland Corp.	13, 59
Lock America	38
Mali & Co.	84
Mardi Gras Plush	47
Meltec	71
Merit	Cov. 2
Nintendo	27-28
New Orleans Novelty Co.	92
Omni	95, 97
Owl Darts	89
Playfair Shuffleboard	84
Plush-4-Play	81
PMI Toys & Novelties	31
Prizes!	Cov. 3
Randy Fromm's Arcade School	101
Roger Williams Mint	100
Sega Enterprises	5, 57
Seidel Amusements	56
Skee-Ball, Inc.	37
Smart Industries	33
SMS Manufacturing	21
Strata	43
Suzo Trading Co.	91
Tecmo	55
Tekbilt, Inc.	46
U.S. Games	39
Van Brook of Lexington	92
Vari-Tech Co.	12
Video Doctors	50
Video Repair School	106

THE LAST WORD

Making video sports games more realistic

While sauntering through the exhibit floor at the recent AMOA show in Las Vegas, trying to be as inconspicuous as a man in a tuxedo could ever hope to be, I took special note of the video games with sports themes. The manufacturers who bring us these games have, for the most part, done a laudable job with the graphics, sound effects, skill requirements, and excitement levels.

Ah, but wait. As a certifiable sports nut (some would say leave off the "sports" adjective), one who considers ESPN the greatest achievement in broadcasting history, I feel compelled to point out some missing features that would make these sports games *really* true-to-life. And, for good measure, I'll include a few sports that haven't received much attention on the video screen.

Golf: The video golf games I've played are a lot of fun, offering full club selection, challenging hole layouts, and a host of hazards (i.e., sand, water, rough, out-of-bounds, etc.). But I'd love to see a game with Frank, The Weekend Duffer.

Frank is not a PGA Tour professional, nor is he a scratch golfer. Rather, he is like most of us: he cheats. My golf game would let Frank take at least one mulligan every nine holes, or maybe one for the front nine and one for the back nine. If Frank's ball is resting atop a tree root, he will be able to kick it into the fairway while no one is looking. All putts within 10 feet shall be deemed "gimmes." And, for a healthy dose of realism, Frank will chop 13 strokes off of his score at game's end, claiming he dropped the actual scorecard in the parking lot.

Basketball: Sure, the jump shots, slam dunks, and demonstrative coaches are all there. But let's say we had a video version called *NCAA College Basketball*. For an accurate portrayal, we'd need to incorporate student athletes who couldn't read beyond a second-grade level, payoffs to players from wealthy alumni, coaches breaking their contracts for greener ($) pastures at another university, and sanctimonious athletic directors proclaiming that their programs are "beyond reproach."

And then there's the NBA. Magic Johnson has already been featured in a video game, but we've yet to see something along the lines of, say, *Crybaby Cokeheads*. This basketball game would consist of overgrown millionaires who 1) play for 24 minutes, 2) bitch at the referees for the fouls they didn't commit, 3) make one-third of their shots, and 4) berate their coach in the press for lack of playing time. The game would close with the player 5) entering a detox unit due to cocaine and alcohol abuse, brought on by "the overwhelming pressures common to the professional athlete."

Wrestling: I'm not talking about legitimate, Olympic-style wrestling. What I'm referring to is the staged, theatrical "rasslin'" with overweight blobs masquerading as athletes. Manufacturers of wrestling-themed videos have captured these entertaining buffoons well, right down to their zany names and devastating "holds."

My wrestling game would go one step further, concentrating on the one element that makes professional wrestling matches so hysterical: the rabid, duped fans. I'm still amazed at the seething hatred displayed by the fans when the villain pulls another of his many dirty tricks. As he gouges the eyes of the good-guy hero (while the referee's back is turned, of course), the fans go berserk. They shout expletives, pump fists, wave crudely-made signs, and, when really provoked, hurl beer and other debris into the ring. Bring the fans into video wrestling, and watch the quarters pour in.

Tennis: I would have a specific venue for tennis— the U.S. Open in New York. All of the nuances from the real tournament could be brought to the world of video games: the planes zooming over the stadium after taking off from Laguardia Airport; the New York fans treating tennis matches like hockey games; and the TV close-ups of celebrities in town for the event.

Also, since professional tennis is made up of players from across the globe, I'd include taped voices in English, French, Spanish, German, Italian, and Swedish. The players can curse the linesmen, in unison, after every blown call or similar injustice. Given the temperament of today's players, the video game would have sound effects to rival a United Nations meeting gone amuck.

Fishing: Lastly, we come to this age-old sport. My first temptation would be to create a game based in the Gulf of Mexico, with a chartered boat full of anglers in excited quest of the mighty blue marlin. But I think I'd opt for the more common fishing outing, at least among the weekend warriors I know.

You're Sure This Is A Hot Spot? would consist of four fishermen in an eight-year-old skiff, floating aimlessly in one of Louisiana's endless waterways. The fishermen (players) cast their lines and are entitled to five reel-ins. The bigger the catch, the higher the points awarded. But if the player reels in an old boot, his turn immediately ends and his score is wiped out. To make this game more authentic, though, I would give extra points to the player devious enough to race to the fish market, buy 10 fish fillets, and convince his wife that it's the day's catch.

Well, that should tide me over for now. Wait a minute! What about *Urban Fencing* in southside Chicago, or . . . □

Christopher Caire

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News Editor

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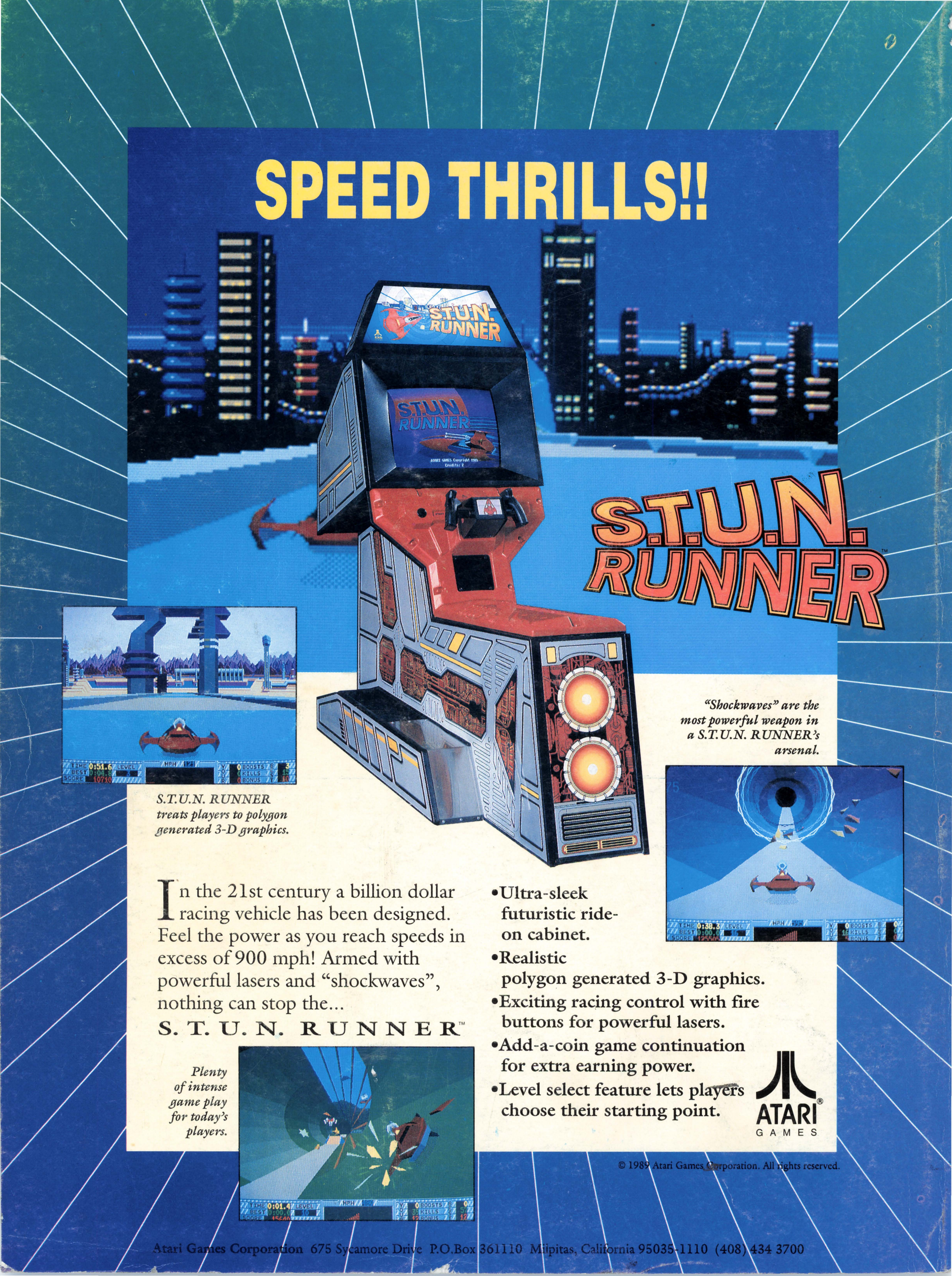

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